DOCUMENT RESUME

ED 451 778 HE 033 906

AUTHOR	Ikenberry, Stanley O.; Hartle, Terry W.
TITLE	Taking Stock: How Americans Judge Quality, Affordability, and Leadership at U.S. Colleges and Universities.
INSTITUTION	American Council on Education, Washington, DC.
PUB DATE	2000-00-00
NOTE	58p.
AVAILABLE FROM	American Council on Education, Fulfillment Services, Department 191, Washington, DC 20055-0191 ($15; multiple copies, $10). Tel: 301-604-9073; Fax: 301-604-0158.
PUB TYPE	Numerical/Quantitative Data (110) -- Reports - Research (143)
EDRS PRICE	EDRS Price MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS	*Access to Education; *Adults; Attitudes; College Athletics; Distance Education; *Higher Education; *Knowledge Level; Paying for College; *Public Opinion; Telephone Surveys; Values

ABSTRACT

This report provides a snapshot of public attitudes toward and knowledge of higher education based on a national telephone survey of 850 U.S. adults. Americans continued to place high social value on a college education, but there was little evidence that Americans wish to pursue knowledge for its own sake. Access to postsecondary education was seen as the passport to a better life, but a better life defined almost exclusively in economic terms. The public believed that colleges and universities offer high-quality programs and was enthusiastic about career training and lifelong learning opportunities. Paying for college remained a major concern, although Americans were less worried about financing an education than they were in January 1998. Respondents believed that colleges do not keep tuition at an affordable level, and almost three-quarters of them thought colleges could reduce tuition without lowering the quality of education that students receive. The public still badly overestimates what it costs to attend college, especially with regard to community colleges. Public cost estimates were more accurate for 4-year, private colleges. More people than in 1998 knew how to get information about financial aid. The public knew little about college presidents, but expected colleges and universities to play an active role in the community. Survey respondents were skeptical of distance learning and the emphasis placed on college athletics, but they expressed strong support for university research. Communication was the key link between the strengths and weaknesses identified in these survey results. An appendix contains the survey findings item-by-item. (Contains 11 figures.) (SLD)

Reproductions supplied by EDRS are the best that can be made
from the original document.

ED 451 778

Taking Stock:

How Americans Judge Quality, Affordability, and Leadership at U.S. Colleges and Universities

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL IN MICROFICHE, AND IN ELECTRONIC MEDIA FOR ERIC COLLECTION SUBSCRIBERS ONLY, HAS BEEN GRANTED BY

W. Bresler

2A TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

✓ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

BEST COPY AVAILABLE

AMERICAN COUNCIL ON EDUCATION

HE035906

Taking Stock:

How Americans Judge Quality, Affordability, and Leadership at U.S. Colleges and Universities

STANLEY O. IKENBERRY
TERRY W. HARTLE

AMERICAN COUNCIL ON EDUCATION

Copyright © 2000

American Council on Education
One Dupont Circle NW
Washington, DC 20036-1193

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the publisher.

Single copies of this publication may be purchased from the American Council on Education for $15.00 each plus shipping and handling. Multiple copies are available for $10.00 each. Orders may be paid by VISA®, check or money order (made payable to the American Council on Education) and sent to:

ACE Fulfillment Service
Department 191
Washington, DC 20055-0191
(301) 604-9073
Secure fax line: (301) 604-0158

Table of Contents

Executive Summary 1

Introduction 5

Perceptions of Quality and Affordability 7

Perceptions of Academic Leadership 17

Special Focus on the Campus 19

Conclusion 23

Appendix:
Survey Findings 27

Executive Summary

This report provides a snapshot of public attitudes toward and knowledge of higher education. We hope that presidents, faculty, staff, and policy makers will use this information to enhance their understanding of how the public views our enterprise.

- There is much good news. Americans continue to place high social value on a college education. The public clearly sees access to postsecondary education as the passport to a better life. However, they define a better life almost exclusively in economic terms. There is relatively little evidence that Americans wish to pursue knowledge for its own sake.

- The public overwhelmingly believes that colleges and universities offer high-quality programs. This finding holds true for two-year and four-year institutions, as well as public and independent colleges and universities.

- The public is also enthusiastic about the career training and lifelong learning opportunities provided by U.S. colleges and universities. A majority of the public believes that colleges provide an education that will help students excel in the global economy.

- Paying for college remains a major concern. In many respects, the results on this issue are promising. Americans are less worried about financing a college education than they were in January 1998, when ACE first surveyed public knowledge and attitudes about the cost of college. Moreover, the public is more likely to believe that it understands what it costs to attend. Finally, Americans are more likely to think that a college education is within the reach of most families than our earlier survey on this issue demonstrated.

- While these responses are encouraging, the "knowledge gap" identified in our earlier study remains as large as ever. For example, the public continues to

When asked about the actual price of a college education, the public still badly overestimates what it costs to attend.

believe that colleges do not keep tuition at an affordable level, and almost three-quarters of Americans think colleges can reduce the cost of tuition without lowering the quality of education that students receive.

■ More worrisome, when asked about the actual price of a college education, the public still badly overestimates what it costs to attend. In fact, the estimates are further from the actual cost than when this question was asked two years ago. Regardless of whether the public is asked about the total cost of attendance or simply the cost of tuition, it errs badly. Ironically, the public comes closest to estimating the cost of a four-year private education and misses most widely when asked about a two-year community college education, the least expensive option.

■ There is slightly better news for colleges and universities when it comes to public knowledge about student financial aid. Compared to our 1998 survey, more people say they know how to get information on financial aid, and more know that such aid is available from both colleges and the federal government.

■ Americans admit that they know very little about college and university presidents. And they have mixed opinions when it comes to questions concerning presidential leadership qualities. While the public largely views college presidents favorably, it seldom or never hears from them on "important issues"; on the other hand, most Americans believe that college presidents have "just the right amount" of influence on issues of regional and national importance. When asked about the pay of college presidents, most Americans admit they do not know if presidents are paid too much or too little.

■ An overwhelming number of Americans believe it is important for colleges and universities to play an active role in their local communities. Indeed, active engagement appears to be the norm–the public simply expects it.

■ The 2000 survey also sought to gauge the public's perception of several new issues affecting colleges. One of the newest and most highly publicized developments–distance learning–was viewed somewhat skeptically by survey respondents. More than 40 percent of the public think that distance education is of lower quality than classes conducted in person on a campus. Almost 50 percent of the public think that distance education will cost less than on-campus education.

■ The public expressed strong support for university research. Seventy-five percent of the public approve of federal support for university-based research (compared with 65 percent in February 1995, when a survey by the Science Coalition sought to gauge public support for research). Thirty-seven percent of the public think federal funding for scientific research should be increased in the next three years, a significant increase over the 19 percent who thought so five years ago.

■ The public is skeptical of intercollegiate athletics: 56 percent of the public think that colleges place too

much emphasis on athletics. Just 5 percent think intercollegiate sports get too little support on college campuses.

■ Communication–or the lack of it–is the key link between the strengths and weaknesses identified in these survey results. When presidents clearly define and communicate the goals of their institution, when they take personal responsibility for communicating the value of campus programs and the cost associated with providing them, when they engage themselves on important policy issues of the day–then the public will respond. However, when there is a lack of communication, or an absence of clearly defined goals and purposes, the public will not share in the campus vision–or, worse yet, will see a campus vision that runs counter to the best interests of the community.

When there is a lack of communication, or an absence of clearly defined goals and purposes, the public will not share in the campus vision.

Introduction

From politics to commerce to entertainment, careful attention to public knowledge and attitudes has become essential.

Half a century ago, B.C. Forbes wrote: "In a democracy, public opinion rules. Victories are won by those who can attract and enlist the largest followings. This is true of political candidates from the president down. It is true of every competitive enterprise. Never before was the cultivation of successful public relations as important as it is today. Success in public relations spells success; failure in public relations spells failure, throughout the whole gamut of life. American industry and business have suffered politically because their leaders have not adequately recognized this cardinal truth."

In the intervening years, public relations and public opinion have become even more important to the successful operation of any enterprise. From politics to commerce to entertainment, careful attention to public knowledge and attitudes has become essential.

Historically, however, educators have been reluctant to measure public opinion and to apply the findings to their own enterprise. In the 1990s, this began to change. Higher education groups began to use the tools of public opinion to better understand how the public thinks and feels about our enterprise. Individual surveys have been devoted to topics as diverse as scientific research, the cost of college, diversity, intercollegiate athletics, and support for student aid.

This survey is of a more general nature. The questions seek to gain a broader perspective of public knowledge and attitudes about higher education. Some of the questions–especially those dealing with scientific research and student aid–have been asked before. By asking them again, we hope to gain insight about changes in public understanding. Many of the questions, however, are asked for the first time.

Taken together, we hope the answers to these questions will provide an overview of how Americans regard higher education on such important issues as quality, affordability, and the impact of academic leadership. Many of the questions were structured to find nuances among public and private, two-year

and four-year institutions. We hope to expand and continue these questions in coming years as a way to evaluate change in these areas over time.

This report also includes a special focus section on campus issues and concerns. In this area, we seek the public's opinion on higher education's efforts in the expanding world of distance learning, the value of university-based research, and the hot-button issues of campus crime and intercollegiate athletics.

This survey is not a report card on American higher education. It is merely a snapshot, a measure taken in a specific place and time in history. However, we do hope the report–warts and all–deepens understanding about the important challenges facing higher education. We hope that presidents, faculty, staff, students, and families will use this information to guide their decision making. Over time, we hope researchers and policy makers will use such data to obtain deeper insights on the salient issues in our industry and our country.

A Note on Methodology: The results reported in this monograph are based on a national telephone poll of 850 Americans conducted by KRC Research & Consulting in May 2000. The sample of adults was statistically weighted to account for age, race, gender, income, level of education, region of the country, and number of children in college. The margin of error is +/- 3.5 percent. Questions on affordability are compared to those of a similar telephone poll conducted for the American Council on Education by KRC Research in January 1998. Questions on research funding are compared with a 1995 survey conducted by the Science Coalition.

Perceptions of Quality and Affordability

Americans continue to value higher education. The public clearly sees a college degree as a passport to a better life. A full 94 percent of respondents to our 2000 survey said that the "right education and training" was an important factor in individual success. Indeed, most respondents, 76 percent, believed it was "extremely important." These results are slightly higher than they were when this question was asked in 1998, when 92 percent placed high importance on education, with 71 percent agreeing that it was "extremely important" to advance one's career.

These findings are echoed in other survey results. And support in this area is dynamic. A survey question asked by the Public Agenda Foundation in May 2000 found that 73 percent of the public believes that education is more important than it was 10 years ago. Twenty-three percent said it was "about the same" in the level of importance, and only 4 percent said it was less significant. Of particular importance in the Public Agenda poll was that African-American and Hispanic respondents were even more likely than whites to believe that the importance of education had increased in recent years.

Higher Education Gets High Marks for Quality

Not only do Americans place a high value on obtaining a college education, they also believe that colleges and universities in the United States offer high-quality programs. This finding holds true for two-year, four-year, public, and independent colleges and universities.

Roughly three-quarters of the respondents, 74 percent, rate the quality of four-year U.S. colleges and universities as excellent or good–17 percent and 57 percent, respectively. Eighteen percent rated the quality of four-year schools as fair, and only 4 percent thought they were of poor quality. Two-year colleges were also rated highly, but with slightly lower percentages. Sixty-six percent rated two-year colleges as excellent or good, 12 percent and 54 percent, respectively.

When it came to public and private colleges and universities, however, differences emerged in the perceptions of quality. Nearly one-quarter of the respondents said public institutions were of lower quality than private colleges. When asked if they agreed or disagreed with the assertion that "public universities are lower in quality than private universities and offer students less," 23 percent agreed and 73 percent disagreed. However, when the statement was reversed, "Private universities are of lower quality than public universities and offer students less," only 5 percent agreed and an overwhelming 92 percent said it was false.

The public is much more concerned about the quality of elementary and secondary schools than about the quality of postsecondary education. When asked whether they worry "a lot, a little, or not at all" about the quality of public elementary and secondary schools in their area, nearly three-quarters of respondents expressed concern. Thirty-seven percent said they worried a lot about the quality of K–12 education, and another 37 percent said they worried a little. Only 23 percent said they were not at all concerned.

Preparing Students for the Global Economy

Americans often see higher education in terms of economic and employment success. As a result, we were particularly interested in assessing whether the public feels colleges are doing a good job on this score. In general, the public believes that colleges are preparing students to compete in the global economy. Fifty-eight percent of those surveyed believe colleges are doing well in this area and 37 percent want colleges to do more.

Both two- and four-year colleges get high marks with respect to the perception of the educational and training opportunities they provide to working adults. A full 70 percent of survey respondents said two-year colleges were doing a good or excellent job of serving working adults. Twenty-two percent said they thought two-year colleges were doing only a fair job, and only 2 percent said they were doing a poor job. When asked to rate four-year colleges and universities in terms of the educational and training opportunities they provide to working adults, 69 percent said they were doing a good or excellent job. Just one-quarter of the respondents said four-year schools were doing a fair job and 4 percent said they were doing a poor job.

Affordability of Higher Education Remains a Source of Concern

The affordability of a college education remains a major concern for Americans and a continuing issue for policy makers and opinion leaders. In 1998, the American Council on Education painted an ominous picture on college affordability in the published report, *Too Little Knowledge Is a Dangerous Thing: What the Public Thinks and Knows About Paying for College.*

That report found that a tremendous "knowledge gap" existed among Americans when it comes to planning, choosing, and paying for college. Among the findings was that the public consistently overestimated the cost of college, sometimes by as much as 200 percent, and consistently underestimated the amount of available financial aid. Moreover, the public had little knowledge of the amount and kinds of available financial aid

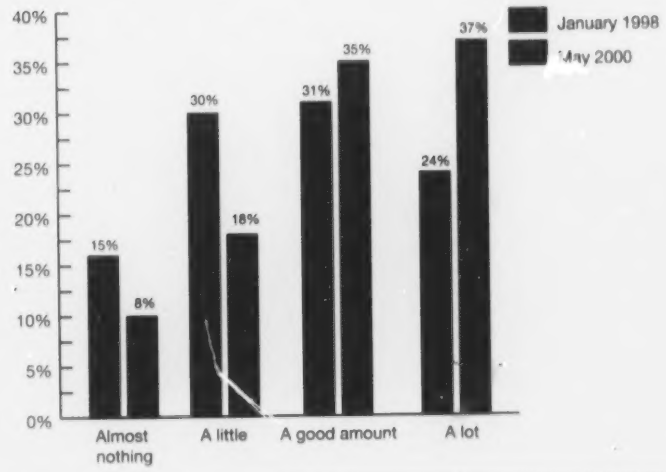
and had no clear idea where they could go to obtain information. While the report found that the knowledge gap existed among all Americans, it was particularly pronounced among first-generation college students, low-income families, and members of minority communities.

The American Council on Education used this information as the basis for a national college awareness campaign, "College Is Possible." Working with the U.S. Department of Education and 30 other higher education associations, the campaign harnessed the grassroots effort of nearly 1,300 colleges and universities in a coordinated effort to educate the public about the cost of college, the amount of financial aid available, and the best places to go for free or low-cost information. Now in its third year, the campaign has been widely praised by policy makers, the media, and student aid professionals. More than 1 million Americans have visited the College Is Possible web site or contacted our toll-free telephone number.

Now that three years have passed since *Too Little Knowledge*, however, we thought it time to revisit the original questions to see if there had been a change in public knowledge or attitudes with respect to college affordability.

Figure 1

How much would you say you know about what it costs, on average, to attend college these days—a lot, a good amount, a little, or almost nothing?



Some Promising Responses

In general, Americans now believe they are more informed about college costs than they were two years ago. Respondents were more confident of their knowledge about the price of a college education and more aware that financial aid is available to help defray the costs. While the public believes that the cost of college has increased steadily in recent years, Americans are even more likely to think that a college education is worth the price.

The public believes it knows more about the cost of college than it did in 1998 (**Figure 1**). Ninety percent of this year's respondents said they know what it costs, on average, to attend college these days–that's up from the prior survey, when 85 percent said they felt confident in their knowledge about college costs. However, the percent of respondents reporting that they know "a lot" or "a good amount" has increased sharply–from 55 percent in 1998 to 72 percent this year. The percent of people reporting they know "almost nothing" was nearly cut in half, from 15 percent in 1998 to 8 percent in 2000.

More good news: Americans claim to be somewhat less worried about the cost of a college education than they were in January 1998–although

Despite the costs and concerns over paying for college, a vast majority of the public thinks that the investment is worthwhile.

the topic remains a major concern for the vast majority of families. Eighty-six percent responded in May 2000 that they worry "a little" (32 percent) or "a lot" (54 percent) about the cost of college, compared with 90 percent in 1998 (25 percent and 65 percent, respectively). In other words, while the overwhelming majority of the public is still worried about the issue, the intensity of the feelings–as measured by the percentage of people who worry "a lot"–has diminished. The percentage of people who do not worry at all about the cost increased to 14 percent from 9 percent over the same period. Despite these changes, it is hard to take much comfort from figures showing that 86 out of 100 people–many of whom do not even have children–worry about paying for a college education.

Moreover, and very troubling, is the fact that nearly two-thirds of the public continues to believe that a four-year education is out of reach for most Americans. Once again, however, the numbers are improving. In May 2000, 40 percent of survey respondents agreed that "a four-year college education is affordable for most Americans." That number represents a significant improvement over the 1998 survey, in which only 27 percent of the respondents thought a four-year education was affordable.

As with the question about the affordability of higher education, the data suggest that the intensity of feeling on this issue has diminished. The percentage of individuals who strongly disagreed with the statement that a college education is affordable for most Americans dropped from 41 percent in 1998 to 28 percent this year.

And while most Americans feel college is not as affordable as it could be, they still believe it is possible for most families to afford it. A full 78 percent of survey respondents agreed that "most families who want to send their children to college can find a way to do it"–44 percent "somewhat" agreed with this statement, and 34 percent "strongly" agreed. Only 22 percent said that most families could not find a way to attend college. (This question was not asked in our earlier survey.)

Despite the costs and concerns over paying for college, a vast majority of the public thinks that the investment is worthwhile. Exactly 90 percent of respondents said a four-year college education was "usually" or "sometimes" worth the price, with 54 percent saying it was usually worth the money. This is a slight increase from the 87 percent reporting the same answers in 1998, when 59 percent said it was usually worth the cost. Interestingly, while the overall percentage who thought college was worth the price went up, the number of respondents reporting that it was usually worth the price went down, from 59 percent in 1998 to 54 percent this year.

Americans also think that two-year colleges are worth the price. Eighty-seven percent of respondents said two-year colleges are "usually" or "sometimes" worth the price (53 percent and 34 percent, respectively, which is up a full seven percentage points from the 1998 survey, when 80 percent felt that way [50 percent "usually" and 30 percent "sometimes"]). The percentage of respondents saying two-year colleges were "rarely" or "never" worth the price

dropped from 15 percent in 1998 to 10 percent in 2000.

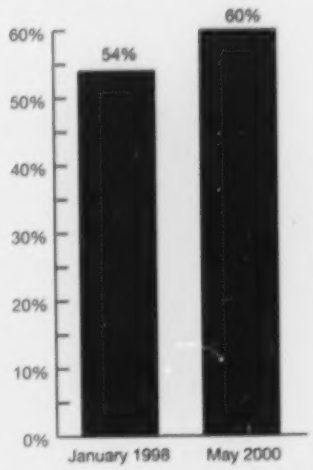
These changes in public attitudes have come at a time when the price of a college education has continued to grow, albeit at a slower rate (and with less media attention) than earlier in the decade. When coupled with the diminished intensity of feeling on these questions, we hypothesized that changes in public attitudes may have been the result of changes in public attitudes about the economy. In other words, is it possible that Americans are now more optimistic and confident overall than they were when the questions were first asked in January 1998?

We think not. Comparing public opinion data on the direction of the country and consumer confidence reveals that Americans actually were more optimistic in 1998 than they were when the most recent survey was completed this year.

Figure 2

Do you think most colleges try to keep the amount they charge at an affordable level for families like yours, or not?

(percent saying "no")



Respondents include a disproportionately high percentage of non-college graduates, women, those under 35, and those with household incomes below $75,000.

Public Skepticism About the Price of College Remains High

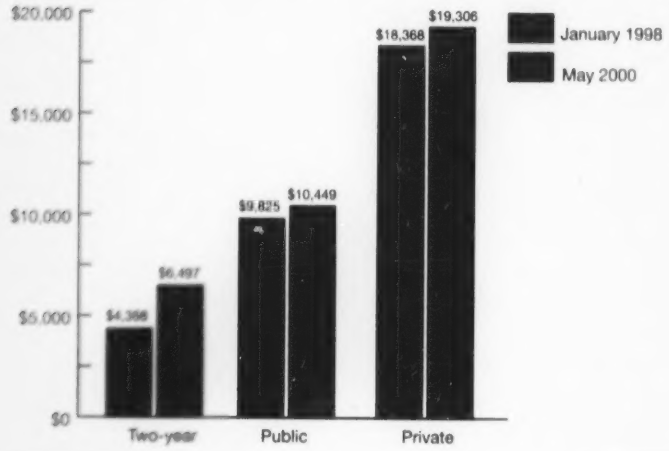
While the public expresses more knowledge and seems less worried about the price of a college education, they remain skeptical of colleges when it comes to setting the price of tuition. **Figure 2** shows that 60 percent of survey respondents believe colleges do not try to keep the amount they charge at an affordable level for families like theirs. That finding marked an increase from the 54 percent who felt that way in 1998. Only 34 percent felt schools were trying to remain affordable, down from 38 percent in 1998. So in spite of a declining rate of increase in college tuition, the level of public confidence appears to have weakened even more.

And the public continues to believe that colleges can lower their tuition prices without compromising quality, although the percentage feeling that way has declined. Seventy-one percent of this year's survey respondents agreed that colleges could cut the cost of tuition without lowering the quality of education students receive. That represents a decline from the 77 percent of respondents who felt that way in 1998. Those who said that colleges could not cut their tuition without compromising quality increased slightly since 1998–23 percent versus 17 percent in 1998. In other words, nearly one-quarter of the public now realizes that cutting tuition is likely to affect the quality of the education.

When asked these questions, non-college graduates, women, those under age 35, and those with household incomes below $75,000 were more likely to think negatively of colleges. Put another way, members of these groups are more likely to think

Figure 3

How much do you think tuition costs these days?



that colleges do not care about remaining affordable and are more likely to think that tuition can be cut without affecting quality.

Continued Knowledge Gap on Tuition

We noted earlier that the public claims to be significantly more aware of what it costs to attend college than the respondents in the earlier survey. An overwhelming 90 percent of the public claims to know a lot or a good amount about what it costs to attend college.

Unfortunately, the public's confidence is misplaced. **Figure 3** shows the public's estimates for each institutional category–four-year public colleges, four-year private colleges, and community colleges. In many cases, the public misses by a bigger margin than it did just two years ago.

Indeed, the knowledge gap has grown since 1998. Americans know the least about the actual cost of attending two-year schools. When asked to estimate the cost of tuition and fees at a public, two-year community, junior, or technical college, more than three-quarters of survey respondents guessed $6,497. This is roughly 300 percent higher than the actual average tuition of $1,627. By contrast, in 1998 the public's estimate was $4,368–more than $2,000 below the amount that the respondents guessed this year. Almost one quarter–21 percent–of the survey respondents in 2000 thought the cost of tuition at community colleges was more than $10,000–up from only 9 percent who made the same estimate in 1998.

The knowledge gap for two-year colleges extends to the total cost of attendance–that is, tuition plus other costs such as room and board, books, and other college fees. This year's survey respondents pegged the total cost of attending a two-year college at $10,904, or 65 percent above the actual total cost of $6,000.

Americans also continue to overestimate the cost of attending four-year public colleges. The public estimated the average tuition at public colleges to be $10,449, roughly $7,000, or 212 percent, above the actual cost. Even more troubling, some 70 percent of the current respondents overestimated the cost of tuition at public colleges, up from the 50 percent who did so in 1998.

When asked to estimate the total cost of attendance at a four-year public college, the survey respondents guessed $16,708, compared to an actual price tag of $10,900. While this is closer to the mark than their estimate of the cost of tuition alone, it is still 53 percent higher than the actual average cost.

Perhaps not surprisingly given the media attention that these schools

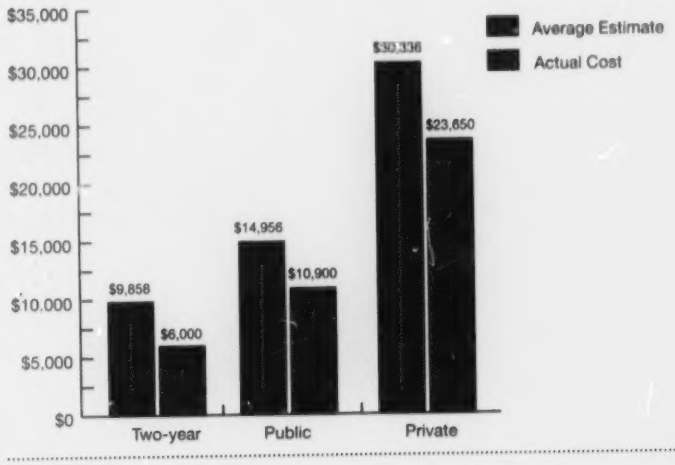
receive, Americans come closer, at least in percentage terms, to estimating the cost of attending a private college or university. When asked to estimate the average charge for tuition alone at a private institution, the respondents suggested it was $19,306. This is 26 percent above the actual price tag of $15,380. More than 40 percent of survey respondents, however, thought that annual tuition exceeded $20,000 at private colleges, almost double the number providing such an estimate in 1998.

When asked to estimate the total cost of attendance at private colleges, the public estimated $29,537. The actual average total cost is $23,650, meaning that the public is just 25 percent above the actual average. Ironically, in this category, the public provided an estimate in 2000 that is actually lower than the $30,407 that the public guessed in 1998. Again, while the percentage difference in this case is relatively modest, the error still translates into a difference of almost $6,000.

As noted earlier, a large percentage of the survey respondents (37 percent) believed that they knew a lot about the cost of a college education. To test this assertion, we analyzed the cost estimates provided by only those respondents who indicated that they had a good amount of knowledge about the issue. As **Figure 4** shows, these estimates provided by respondents came closer to the actual price of a college education, but not by much. In two important categories, tuition costs for public two- and four-year colleges, the "knowledgeable" respondents provided an average that was substantially above the actual cost. Interestingly, nearly 10 percent of those who said that they knew "a lot" about the cost of college declined to provide any estimate at all.

Figure 4

Estimated total cost of attendance, provided by those who claim to be "knowledgeable" about college costs.



What Does It Mean?

It is hard to interpret these findings. Clearly, Americans feel more comfortable with college cost and price issues than they did a few years ago. And a large percentage of the public claims to have some knowledge about college prices. However, when asked to provide an actual estimate, the public continues to overestimate the cost by a substantial margin and, in some cases, by a larger amount than respondents did two years ago.

The inability to estimate the costs accurately is problematic for all types of schools. For low-cost, two- and four-year public colleges, the overestimates suggest that the public has no idea how affordable college might be. We worry that because the public misses the actual cost by so much money, the open access role of these institutions is undermined. We believe, but cannot tell from

Figure 5

How much would you say you know about where and how to get financial aid for college—a lot, a good amount, a little, or almost nothing?

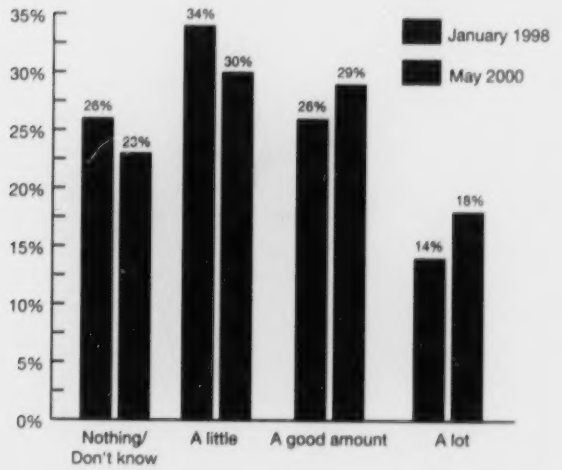
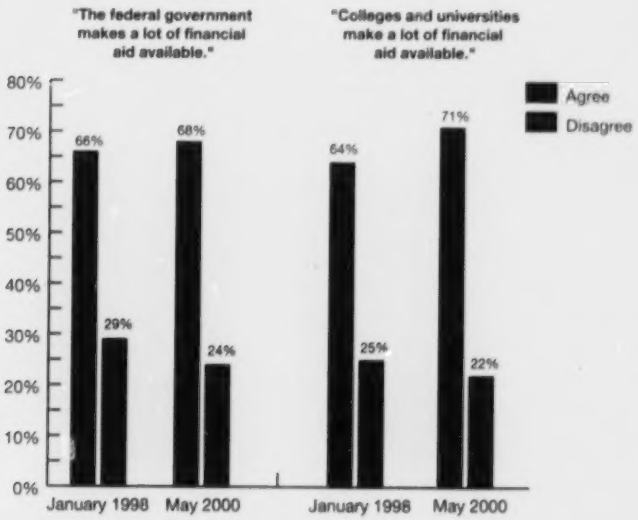


Figure 6

Financial Aid



these data, that the tendency to overestimate cost is probably most pronounced among low-income families and members of minority groups. Assuming this to be true, however, even more attention needs to be given to putting better information in the hands of those underrepresented populations.

Finally, the estimates of the prices at private colleges, while closer to the actual amount in percentage terms, are sufficiently high in actual dollar terms to cause families to eliminate private colleges from consideration even before they learn about financial aid. The central role of financial aid is to lower the actual out-of-pocket costs that families face. If families have an unrealistically high estimate of the cost of college at the outset, they are less likely to see how financial aid can make a difference.

In short, for very different reasons, both public and private colleges ought to continue to be deeply concerned with the public's tendency to wildly overestimate the cost of a college education.

Some Good News on Student Financial Aid

There is positive news when it comes to public knowledge about student financial aid. Compared to our 1998 survey, more people say they know how to get information on financial aid, and more know that such aid is available from both colleges and the federal government.

Americans report that they "personally" know where to get financial aid for college. When asked about their own knowledge of where and how to get financial aid for college, 77 percent said they knew something about the process, versus 74 percent in 1998 (**Figure 5**). The number of

people reporting that they knew "a good amount" or "a lot" jumped from 40 percent in 1998, to 47 percent in 2000. The percentage of people responding that they knew "almost nothing" about where to get financial aid dropped slightly, to 23 percent from 26 percent over the same period.

Americans also are somewhat more confident about the amount of aid provided by both the federal government and colleges and universities themselves. As **Figure 6** (previous page) shows, 68 percent of this year's survey respondents agreed that the federal government makes "a lot" of financial aid available to families–23 percent "strongly" agreed and 45 percent agreed "somewhat." In 1998, 66 percent agreed with the same statement, but with some shift in intensity, as 29 percent then "strongly" agreed and 37 percent agreed "somewhat."

There also is good news on the institutional aid front. Some 71 percent of survey respondents in 2000 agreed that "colleges and universities make a lot of financial aid available," up from the 64 percent who agreed in 1998. Only 22 percent of respondents disagreed with this statement in 2000, a modest decline from the 25 percent who did so in 1998.

While the perception that they have substantial knowledge about financial aid is good news, we think caution is in order. A large percentage of Americans surveyed indicated that they had a high level of knowledge about the cost of college. When we queried them further on the issue, however, we found that their self-confidence was not warranted.

Perceptions of Academic Leadership

Americans admit that they know very little about college and university presidents, and they are of mixed opinion when it comes to questions concerning academic leadership qualities. While the public largely views college presidents favorably, they seldom or never hear from them on important issues and tend to think of them as representing institutions more than students.

Thirty-six percent of the current survey respondents said that they "very often" or "somewhat often" hear or read about college and university presidents and issues involving them (11 percent and 25 percent, respectively). However, a far greater percentage–65 percent–said they seldom or almost never hear about college presidents (30 percent and 35 percent, respectively).

But when they do hear about them, Americans tend to have a favorable impression. Sixty-six percent of survey respondents (mostly college graduates and those with higher incomes) said they had "very" or "somewhat" favorable impressions of college and university presidents in general (9 percent and 57 percent, respectively). Thirteen percent reported having somewhat unfavorable impressions of college presidents, and only 3 percent had a very unfavorable impression (likely those with lower incomes). Ten percent reported being neutral in their feelings.

Figure 7

In general, what is your impression of college and university presidents—do you generally have a very favorable impression, a somewhat favorable impression, a somewhat unfavorable impression, or a very unfavorable impression?

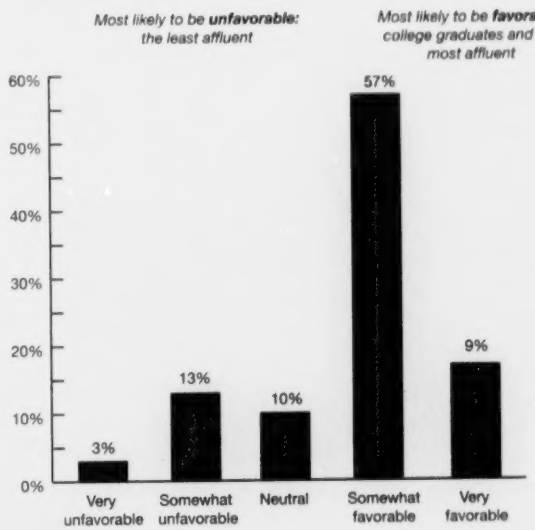
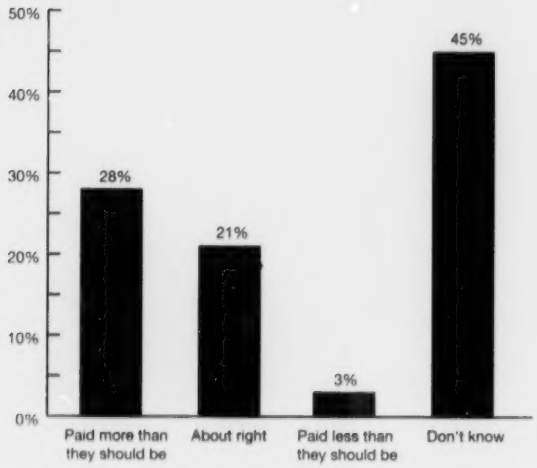


Figure 8

Is it your impression that most college and university presidents are paid more than they should be, less than they should be, are their salaries about right, or do you not know?



Presidential Self-Interest

Americans believe, on the whole, that college and university presidents are concerned more about their institutions than they are about students and the best interest of the public. Fifty-seven percent of survey respondents said that when college presidents speak publicly about issues, their first concern is their institutions–only 18 percent said they had the "best interest of their students" in mind, and a minuscule 4 percent cited "the best interests of the public." Sixteen percent said presidents are looking out for their own personal interests.

More than half of survey respondents–52 percent–said college presidents seem to have "just the right amount" of influence on issues of national and/or regional importance. But 27 percent (mainly college graduates, those with higher incomes, and those reporting the most concern about college costs) thought they had "too little influence." Only 10 percent thought college presidents had too much influence over national and regional issues.

The survey also included a general question about the salaries that college presidents receive. According to **Figure 8**, the largest group of respondents (45 percent) did not know whether college presidents are paid more than they should be, less than they should be, or whether their salaries are about right. Twenty-eight percent of survey respondents (mostly non-college graduates and those with lower incomes) thought presidents were paid more than they should be, 3 percent said less than they should be, and 21 percent (mostly college graduates) said the salaries were "about right." The large number of respondents who do not know suggests that the public has not heard enough to form an impression. Any news stories about this–making the case that presidents are paid either too much or too little–could have a significant impact on public opinion.

An overwhelming number of Americans have formed an opinion about the role of colleges in the local community. A vast majority of the public believes that colleges should play an active role in their communities. When asked about services such as tutoring for elementary school students and programs that make campus facilities available to local community groups, a full 95 percent of survey respondents said such activities are "extremely" or "somewhat" important to them–67 percent and 28 percent, respectively. Only 4 percent said such activities were of little or no importance to them. In other words, an active involvement in local affairs is simply expected by the public.

Special Focus on the Campus

The 2000 survey also sought to gauge the public's perception of several additional issues of particular interest to higher education. Survey respondents viewed one of the newest and most widely discussed public policy issues–distance learning–somewhat skeptically. On the other hand, university research and campus safety were viewed more positively. There is less support among the public for intercollegiate athletic programs, however.

Distance Learning

The public knows very little about distance learning. More than three-quarters of the survey respondents (78 percent) said they did not know anyone who had taken a class or pursued a degree–at home or at the office–over the Internet.

Respondents were skeptical about the quality of such classes and degree programs. According to **Figure 9**, 6 percent thought the quality of Internet classes was better than those offered in person on campus, while 43 percent thought the quality would be worse. Nearly a third–29 percent–said Internet classes would be the same quality as those offered on campus, while 22 percent said they didn't know either way.

The public also believes that distance learning courses were cheaper than those offered on campus in the traditional way. **Figure 10** (next page) shows that when asked, "Is the price

Figure 9

In general, how would you compare the quality of classes conducted through the Internet to the quality of classes conducted in person on a campus—is the quality of classes on the Internet better, about the same, or worse?

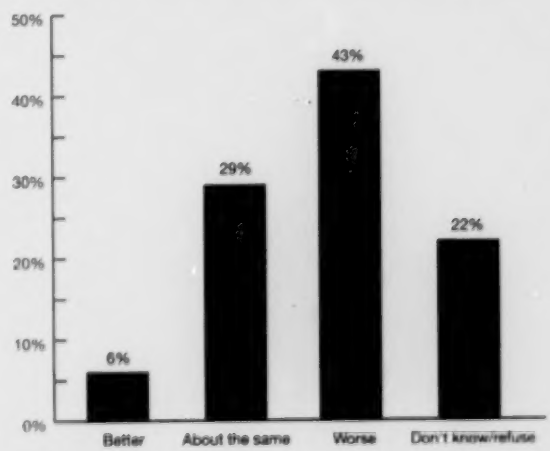
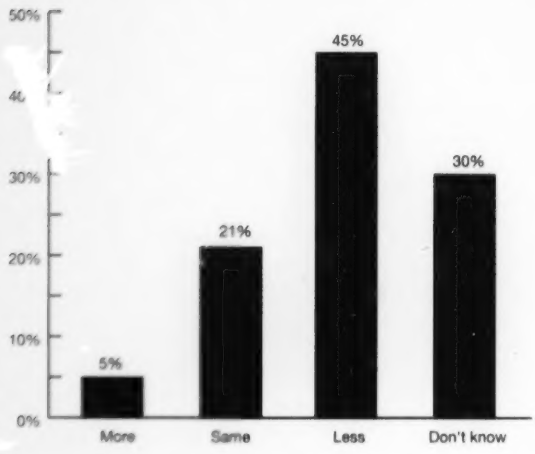


Figure 10

How would you compare the price you pay for a class conducted through the Internet to the price of a class conducted in person on a campus—is the price you pay for classes on the Internet more, less, or about the same?



you pay for classes on the Internet more, less, or about the same" as those offered on campus, 21 percent thought they were much less, 24 percent said less, and 21 percent thought they were about the same. Only 5 percent thought such classes would cost more. Nearly one-third (30 percent) admitted that they did not know.

Perhaps because they believe distance education to be of lower quality, it is not surprising that the vast majority of Americans would prefer that their children attend college in person rather than via the Internet. An overwhelming 83 percent opted for the traditional, "in-person" model of a college education, while just 4 percent selected the Internet.

In sharp contrast, however, when asked about their own education, a full 20 percent opted for the Internet, compared to 64 percent who wanted in-person instruction. This may suggest, not surprisingly, that adults may be more receptive to the new technology delivery systems for themselves than for their children.

Given how recently Internet courses have become available, we think it significant that nearly one-quarter of the public claims to know someone who has taken a course via the Internet. However, the public believes that Internet education should cost less and feels that the quality will be lower than that of the on-campus class. It is not clear how Americans have formed such opinions or what is driving them.

In the same vein, despite the notable percentage of people who claim to know someone who has taken an Internet course, the respondents did not yet see this as a desirable option for their children. It is likely that this attitude stems from the perceived lower quality, and/or from a recognition that an Internet education means that some aspects of the collegiate experience (for example, personal contact with faculty and other students) might be less readily available. Still, we find it interesting that although a minority, a significant share of those polled are prepared to use the Internet to get a postsecondary education for themselves.

The idea of online education appears to be spreading quickly. Public attitudes suggest that more work needs to be done if we are to facilitate the expansion of access to distance education.

Scientific Research

On the research front, public support is strong and strengthening. Americans are strongly supportive of scientific research conducted on campus. Indeed, when compared to views expressed by the public in a

1995 survey by the Science Coalition, public support for scientific research is growing.

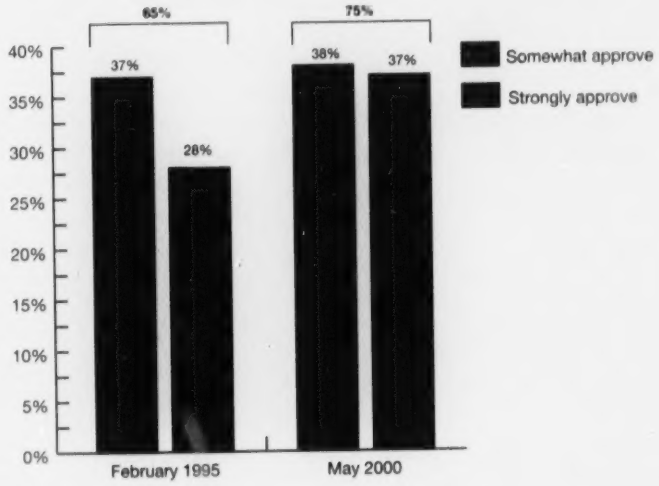
Three-quarters of the survey respondents said they approve of the federal government using taxpayer funds to sponsor scientific research at universities. What is notable is that the intensity of feeling on this point has increased. **Figure 11** shows how public attitudes on this issue have changed between 1995 and 2000. In 1995, 28 percent of the public "strongly" approved of increasing federal support for scientific research, with 37 percent strongly approving this year. At the same time, the percentage of the public who strongly disapproves of using federal funds for this purpose fell from 18 percent in 1995 to just 11 percent today.

A substantial share of the public (37 percent) also thinks that federal support for scientific research should be increased. This represents a big jump from the 19 percent who felt this way only five years ago. At the same time, the percentage who want to see federal support for research drop has been cut in half, from 27 percent who favored cuts in 1995 to just 13 percent in 2000.

There should be no mystery about the reasons that public opinion is moving in this direction. The public is aware of the enormous scientific advances being made and the promise that these hold for improving our quality of life, especially with respect to medical care. At the same time, the federal budget picture has changed dramatically. With the prospect of significant budget surpluses, the public is quite willing to see more money devoted to a spending priority that seems so promising.

Figure 11

As you may know, the federal government provides public funds to conduct scientific research. Do you approve or disapprove of the federal government using taxpayer funds to sponsor scientific research at universities?



Campus Crime and Intercollegiate Athletics

The public holds strong views on the significant "hot button" issues of campus safety and intercollegiate athletics. Despite heightened media interest in incidents of campus crime, 78 percent of the respondents said they believe that colleges are safe places for students to study and live today. However, women, non-college graduates, and those with household incomes below $75,000 were overrepresented among the 20 percent who said campuses were not safe places.

The public is far less sanguine about intercollegiate athletics, however. More than half of the survey respondents–56 percent–said colleges put too much emphasis on their intercollegiate athletic programs. Whites, college graduates, and those with higher incomes were disproportionately likely to believe that intercollegiate athletics ought to be

de-emphasized. Thirty-six percent of the respondents said the amount of emphasis on athletics was "just right" and only 5 percent said colleges put too little emphasis on athletic programs.

Conclusion

On several issues, the public appears to be even more perceptive about higher education than many leaders within the academic community would believe.

What lessons can be learned from this brief look at public opinion with respect to higher education? What findings from this survey are of primary importance to educators and policy makers?

While these data are merely suggestive and not definitive, the public has identified some clear strengths of higher education, and at the same time, sees weaknesses in several key areas. In some cases, the public remains woefully uninformed on issues that are of critical importance to higher education. On the other hand, the findings also suggest that, on several issues, the public appears to be even more perceptive about higher education than many leaders within the academic community would believe.

The Good News

Americans clearly recognize the long-term value of postsecondary education as the gateway to a better life. They also recognize the high overall quality of U.S. colleges and universities and are enthusiastic about the training and lifelong learning opportunities they provide.

More positive news is that, compared with just two years ago, Americans are somewhat less concerned about the cost of college, are somewhat more willing to believe that college is affordable, and think that they are more knowledgeable about the sources and types of student financial aid.

On issues closer to the campus, the public has a generally favorable impression of college presidents. Americans want colleges to play a leadership role in their local communities. They also believe that presidents maintain safe campus environments for learning and lead faculties that conduct groundbreaking research worthy of increased funding from the federal government.

The Challenge

The huge gaps in public knowledge about higher education should be of concern to higher education leaders. For example, while Americans feel better and believe that college is more affordable than they did three years ago,

Improved communication with the public must be a clear priority for college leaders.

survey respondents actually know less about the actual tuition prices charged by colleges. Even more troubling, the public is deeply suspicious about the institutional policies and motives that set those prices. A huge majority of Americans continue to believe that colleges can cut prices without compromising academic quality. In each of these areas, higher education leaders must do a better job of reaching out and communicating with the public.

The "knowledge gap" remains alive, well, and dangerous. It breeds skepticism and colors the public's view of the leadership provided by college and university presidents. The vast majority of Americans rarely hear college presidents comment on issues of national importance, and when they do, they believe institutional needs rather than those of the students or the wider community drive such comments. Such impressions–whatever the basis in fact–are troubling.

Lessons to Learn

Communication–or the lack of it–is a key factor in each of the strengths and weaknesses identified by the survey results. When presidents clearly define and communicate the goals of their institution, when they take personal responsibility for communicating the value of campus programs and the cost associated with providing them, when they become personally engaged in important policy issues of the day, the public is more likely to respond favorably. When there is a lack of communication or a lack of clearly defined goals, members of the public simply cannot share the campus vision or, worse yet, may believe the vision runs counter to their best interest.

Improved communication with the public must be a clear priority for college leaders. There is much good news to report in this area. Presidents have eagerly sought to outline the value and quality of their academic programs, and have found a variety of outlets for news about academic honors, public rankings, and research grants and awards. They have mustered statistics on lifetime earnings and reams of data on quality of life issues that help drive home the story of the long-term value and benefits of lifelong learning. Presidents have championed the value of scientific research.

Presidents have also taken personal interest in communicating issues related to public investment in higher education, especially the importance of continued funding for campuses, student aid programs, and scientific research. The positive results generated by organized efforts like College Is Possible, the Science Coalition, and the Student Aid Alliance give testimony to the value of a clear voice and a well-defined message.

Still, we have a long way to go to close the gap of public confidence and understanding. Moreover, Americans report that they seldom hear from college presidents on many key issues of the day, and it is in some of these key issues that the public senses weakness.

College presidents must do more to discuss all the benefits of a college education, emphasizing both the economic return and the long-term value of education in its broadest terms. In every area, an information gap needs to be filled by presidents eager to

reach out to the public and bring it closer to reality.

Presidents must clearly define the complicated issues for the public and take on the tough issues in an unambiguous and forthright manner. Without the personal leadership of presidents in stimulating debate, articulating choices, and defining priorities, Americans will continue to believe that presidents and the campuses they represent are interested only in institutional advantage, not in the long-term interests or well-being of the students and communities they serve.

Higher education, perhaps more than any other sector in our society, depends on flexibility and autonomy in carrying out its mission. And, by and large, the public has given this to us. Keeping it will require that we maintain a high degree of public confidence. If that confidence is undermined, the autonomy and flexibility we need and enjoy will steadily disappear, like water poured into sand. Therefore, the trust the public has for the men and women who lead colleges is vital to ensure the long-term health of the enterprise.

Appendix: Survey Findings

ACE SURVEY FINDINGS	REGION				CHILDREN UNDER 21				CHILDREN IN COLLEGE	

Region

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Northeast	20%	100%	–	–	–	18%	22%	23%	19%	19%	18%
Midwest	23%	–	100%	–	–	24%	21%	24%	25%	23%	24%
South	35%	–	–	100%	–	35%	34%	36%	35%	32%	38%
West	22%	–	–	–	100%	22%	22%	18%	21%	26%	21%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Age

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Under 30	16%	16%	16%	16%	16%	18%	20%	1%	–	–	11%
30 to 35	13%	18%	9%	14%	12%	8%	28%	8%	1%	1%	15%
36 to 39	11%	13%	11%	10%	9%	6%	19%	19%	7%	4%	12%
40 to 50	29%	26%	34%	27%	30%	19%	29%	60%	61%	45%	31%
51 to 59	22%	20%	20%	22%	24%	33%	3%	11%	27%	40%	20%
60 and older	9%	6%	10%	11%	9%	17%	–	1%	4%	9%	11%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net 35 years and younger	29%	33%	25%	30%	29%	26%	48%	9%	1%	1%	26%
Net 36 to 50	40%	40%	45%	37%	39%	25%	48%	79%	68%	49%	43%
Net 51 years and older	31%	27%	30%	33%	33%	50%	3%	12%	31%	50%	31%

Do you worry a lot, a little, or not at all about the quality of public elementary and secondary schools in your area?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
A lot	37%	37%	34%	40%	37%	33%	45%	41%	39%	39%	41%
A little	37%	36%	37%	39%	36%	39%	33%	34%	27%	35%	35%
Not at all	23%	25%	27%	19%	24%	24%	21%	24%	33%	26%	23%
Don't know/refused	2%	2%	2%	2%	3%	3%	1%	1%	1%	1%	2%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Please tell me how important getting the right education or training is for a person's success.

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
5—Extremely important	76%	78%	73%	80%	70%	74%	81%	78%	79%	78%	78%
4	18%	16%	20%	14%	23%	20%	14%	16%	13%	17%	15%
3	4%	5%	3%	4%	5%	4%	4%	4%	5%	4%	4%
2	1%	–	2%	1%	1%	1%	*%	1%	1%	–	1%
1—Not at all important	1%	–	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know/refused	*%	–	1%	*%	–	1%	–	–	1%	–	1%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net important	94%	95%	93%	94%	93%	93%	95%	94%	92%	95%	93%
Net unimportant	2%	–	3%	2%	2%	2%	1%	2%	2%	1%	2%

Do you worry a lot, a little, or not at all about the cost of college education?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
A lot	54%	60%	48%	55%	53%	50%	60%	56%	61%	61%	54%
A little	32%	27%	32%	31%	35%	33%	28%	30%	26%	27%	31%
Not at all	14%	12%	19%	14%	11%	16%	12%	13%	13%	12%	16%
Don't know/refused	*%	1%	–	1%	1%	1%	–	*%	–	–	*%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

% = Less than .5%
Details may not add to totals due to rounding.

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
23%	17%	19%	16%	22%	18%	23%	20%	22%	7%	22%
22%	24%	23%	22%	22%	23%	22%	26%	15%	5%	11%
39%	33%	35%	36%	36%	40%	32%	34%	55%	40%	26%
16%	26%	23%	26%	20%	20%	23%	20%	8%	49%	41%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
18%	19%	12%	29%	20%	10%	7%	15%	18%	26%	26%
11%	11%	17%	12%	20%	14%	9%	12%	21%	14%	19%
11%	11%	11%	8%	12%	10%	13%	11%	12%	7%	11%
29%	33%	26%	23%	22%	34%	36%	30%	27%	37%	24%
21%	17%	26%	16%	19%	20%	28%	23%	18%	16%	13%
10%	9%	8%	12%	7%	12%	6%	10%	5%	–	7%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
29%	30%	29%	41%	40%	24%	17%	26%	38%	40%	44%
40%	44%	37%	31%	34%	44%	49%	41%	38%	44%	35%
31%	26%	34%	28%	26%	32%	34%	33%	23%	16%	20%

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
33%	40%	38%	36%	37%	36%	41%	37%	51%	26%	35%
38%	38%	36%	41%	38%	36%	33%	38%	33%	40%	33%
26%	20%	24%	22%	22%	24%	23%	23%	13%	33%	28%
3%	2%	2%	1%	3%	3%	3%	2%	3%	2%	4%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
79%	79%	70%	77%	74%	75%	79%	76%	81%	84%	72%
14%	16%	23%	16%	18%	20%	17%	19%	9%	14%	11%
4%	4%	5%	6%	4%	3%	3%	4%	8%	2%	11%
1%	*%	1%	–	*%	1%	1%	1%	1%	–	2%
1%	1%	1%	1%	3%	–	–	1%	1%	–	2%
*%	*%	*%	–	1%	–	1%	*%	–	–	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
93%	95%	93%	93%	92%	96%	96%	95%	90%	98%	83%
2%	1%	2%	1%	4%	1%	1%	2%	3%	–	4%

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
53%	60%	50%	59%	54%	60%	47%	52%	67%	65%	54%
30%	29%	35%	28%	30%	30%	37%	33%	17%	28%	31%
16%	11%	15%	12%	16%	9%	16%	14%	17%	7%	15%
1%	1%	–	1%	*%	1%	–	1%	–	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

ACE SURVEY FINDINGS	REGION				CHILDREN UNDER 21				CHILDREN IN COLLEGE	

Overall, how would you assess the quality of the education offered by four-year colleges and universities in the United States?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Excellent	17%	18%	17%	16%	18%	17%	18%	17%	17%	25%	15%
Good	57%	52%	56%	60%	57%	56%	58%	55%	58%	58%	56%
Fair	18%	22%	16%	15%	18%	18%	17%	16%	12%	12%	18%
Poor	4%	1%	6%	5%	2%	5%	2%	2%	5%	2%	4%
Don't know/refused	5%	8%	5%	4%	4%	4%	4%	9%	8%	2%	6%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

And, overall, how would you assess the quality of the education offered by two-year colleges, such as community colleges and junior colleges, in the United States?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Excellent	12%	6%	14%	12%	16%	11%	12%	16%	15%	15%	13%
Good	54%	54%	53%	55%	53%	55%	52%	50%	53%	57%	52%
Fair	24%	29%	20%	24%	23%	22%	28%	22%	17%	17%	26%
Poor	4%	3%	6%	3%	4%	5%	3%	4%	6%	3%	4%
Don't know/refused	6%	8%	8%	5%	4%	6%	4%	8%	8%	9%	5%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Compared to 10 years ago, would you say getting a college education today is...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
More important	73%	74%	70%	76%	70%	71%	74%	76%	72%	71%	74%
Less important	4%	3%	5%	4%	3%	4%	3%	4%	3%	4%	4%
About the same	23%	23%	24%	19%	27%	25%	22%	20%	24%	24%	21%
Don't know/refused	1%	1%	1%	1%	–	1%	* %	–	1%	1%	1%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

In general, how would you rate four–year colleges and universities in terms of the educational and training opportunities they provide working adults?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Excellent job	14%	12%	10%	19%	13%	12%	19%	20%	13%	18%	16%
Good job	54%	53%	60%	51%	53%	53%	57%	52%	55%	58%	53%
Fair job	24%	27%	23%	22%	27%	31%	16%	17%	21%	17%	23%
Poor job	4%	3%	3%	4%	4%	3%	5%	4%	8%	8%	4%
Don't know/refused	3%	5%	4%	3%	2%	2%	3%	8%	4%	–	4%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

In general, how would you rate two-year community and junior colleges in terms of educational and training opportunities they provide working adults?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Excellent job	16%	10%	21%	17%	15%	17%	12%	20%	21%	23%	16%
Good job	54%	67%	44%	51%	57%	53%	59%	52%	49%	53%	54%
Fair job	22%	16%	24%	27%	18%	22%	22%	20%	15%	16%	22%
Poor job	2%	–	2%	2%	2%	2%	2%	2%	3%	1%	2%
Don't know/refused	6%	7%	8%	3%	8%	7%	5%	7%	12%	5%	6%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
12%	16%	22%	15%	14%	15%	25%	18%	17%	7%	22%
49%	61%	59%	57%	56%	62%	57%	57%	50%	74%	46%
24%	16%	14%	20%	20%	14%	12%	17%	22%	9%	22%
5%	4%	3%	3%	6%	4%	2%	3%	8%	5%	7%
10%	4%	2%	5%	4%	4%	5%	5%	4%	5%	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
9%	16%	12%	14%	11%	14%	12%	12%	12%	19%	19%
54%	53%	54%	56%	56%	54%	55%	55%	50%	53%	41%
25%	24%	24%	23%	25%	25%	20%	23%	26%	23%	31%
3%	4%	5%	2%	4%	2%	7%	3%	6%	–	9%
10%	3%	6%	4%	5%	5%	6%	6%	6%	5%	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
75%	72%	71%	71%	69%	78%	72%	72%	79%	79%	74%
2%	4%	4%	4%	3%	2%	5%	4%	5%	2%	2%
22%	23%	24%	24%	26%	19%	22%	24%	14%	19%	22%
1%	*%	1%	–	2%	–	1%	*%	1%	–	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
9%	16%	19%	16%	15%	7%	22%	15%	20%	14%	11%
56%	52%	53%	51%	55%	62%	51%	56%	36%	67%	46%
26%	27%	21%	26%	22%	27%	22%	22%	36%	10%	39%
2%	5%	5%	2%	5%	2%	5%	4%	5%	–	4%
8%	1%	3%	4%	3%	1%	1%	3%	2%	10%	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
9%	22%	18%	16%	14%	19%	18%	15%	18%	36%	15%
61%	50%	51%	61%	59%	52%	51%	56%	56%	36%	35%
19%	24%	23%	19%	20%	24%	22%	22%	24%	9%	35%
2%	1%	2%	1%	2%	1%	3%	1%	–	14%	8%
9%	3%	6%	3%	5%	4%	6%	6%	3%	5%	8%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

ACE SURVEY FINDINGS	REGION	CHILDREN UNDER 21	CHILDREN IN COLLEGE

And overall, do you believe colleges and universities are doing enough to prepare their students to compete in today's global economy?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Yes	58%	56%	60%	61%	52%	57%	60%	56%	64%	56%	58%
No	37%	36%	34%	35%	42%	38%	36%	37%	31%	37%	38%
Don't know/refused	5%	8%	6%	4%	5%	5%	3%	7%	5%	7%	5%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

How much would you say you know about what it costs, on average, to attend college these days?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
A lot	37%	42%	40%	38%	29%	38%	34%	39%	49%	59%	33%
A good amount	35%	34%	32%	33%	41%	36%	34%	32%	30%	32%	33%
A little	18%	15%	17%	19%	22%	16%	21%	20%	16%	6%	22%
Almost nothing	8%	9%	9%	9%	7%	8%	10%	8%	5%	1%	11%
Don't know/refused	1%	1%	2%	1%	1%	2%	*%	1%	–	1%	1%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

How much do you personally feel you know about where and how to get financial aid for college?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
A lot	18%	15%	21%	19%	15%	18%	20%	15%	22%	26%	16%
A good amount	28%	29%	28%	26%	33%	27%	29%	32%	24%	34%	27%
A little	30%	35%	32%	26%	30%	28%	34%	28%	31%	26%	30%
Almost nothing	23%	21%	19%	27%	21%	26%	17%	25%	20%	13%	26%
Don't know/refused	1%	1%	1%	1%	2%	2%	1%	*%	3%	1%	1%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Would you say a four–year college education for your children, or yourself, is...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Usually worth the price	54%	50%	54%	58%	53%	52%	56%	57%	50%	60%	53%
Sometimes worth the price	36%	37%	37%	30%	41%	38%	33%	32%	35%	32%	35%
Rarely worth the price	7%	7%	6%	8%	5%	7%	8%	6%	8%	5%	7%
Never worth the price	2%	2%	2%	3%	–	2%	1%	1%	5%	1%	3%
Don't know/refused	2%	4%	1%	2%	1%	2%	2%	3%	2%	1%	2%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Would you say a two-year college education for your children, or yourself, such as an education at a junior or community college, is...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Usually worth the price	53%	44%	55%	54%	59%	56%	48%	52%	53%	58%	52%
Sometimes worth the price	34%	42%	37%	30%	29%	33%	35%	32%	33%	32%	33%
Rarely worth the price	8%	9%	4%	11%	7%	6%	12%	10%	7%	5%	10%
Never worth the price	2%	1%	2%	3%	2%	2%	2%	2%	4%	1%	3%
Don't know/refused	3%	4%	3%	3%	3%	3%	3%	4%	2%	4%	2%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
61%	55%	58%	59%	60%	53%	60%	58%	60%	65%	52%
32%	39%	39%	37%	35%	41%	36%	37%	37%	28%	43%
7%	6%	3%	4%	4%	6%	4%	5%	3%	7%	6%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
26%	37%	48%	35%	28%	39%	48%	38%	44%	30%	33%
26%	35%	42%	30%	32%	34%	40%	34%	27%	37%	50%
27%	21%	8%	23%	26%	19%	8%	18%	19%	28%	11%
18%	6%	2%	9%	12%	9%	4%	9%	10%	5%	4%
3%	1%	–	4%	2%	–	–	1%	–	–	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
9%	17%	26%	16%	16%	17%	19%	18%	22%	12%	19%
18%	30%	36%	27%	24%	30%	39%	29%	27%	28%	24%
36%	32%	23%	30%	32%	33%	24%	27%	37%	49%	33%
34%	20%	15%	25%	28%	19%	19%	25%	14%	12%	20%
2%	1%	*	1%	2%	1%	1%	1%	–	–	4%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
42%	52%	67%	47%	48%	52%	74%	57%	42%	67%	35%
40%	37%	30%	40%	38%	39%	22%	35%	41%	23%	41%
10%	7%	3%	10%	8%	6%	1%	5%	13%	7%	19%
5%	1%	–	2%	2%	2%	1%	2%	3%	2%	4%
4%	2%	–	2%	2%	1%	1%	2%	1%	–	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
42%	56%	60%	52%	54%	52%	60%	55%	49%	58%	41%
38%	36%	29%	35%	30%	39%	28%	34%	32%	26%	31%
12%	6%	7%	7%	11%	6%	8%	6%	13%	14%	19%
3%	1%	2%	2%	2%	1%	2%	2%	3%	2%	6%
5%	1%	3%	4%	3%	3%	2%	3%	4%	–	4%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Do you think most colleges try to keep the amount they charge at an affordable level for families like yours, or not?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Yes, they do	34%	30%	30%	35%	40%	33%	36%	30%	31%	37%	34%
No, they do not	60%	65%	60%	60%	55%	60%	59%	64%	62%	55%	59%
Don't know/refused	6%	5%	10%	5%	5%	7%	6%	6%	7%	7%	7%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Do you think that colleges and universities can cut the cost of tuition without lowering the quality of education students receive?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Yes, they can	71%	74%	78%	69%	66%	70%	74%	71%	73%	65%	73%
No, they cannot	23%	21%	18%	25%	26%	24%	22%	22%	22%	29%	23%
Don't know/refused	6%	5%	4%	6%	8%	6%	4%	7%	6%	6%	4%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

A four-year college education is affordable for most Americans.

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Strongly agree	12%	10%	13%	13%	9%	12%	11%	11%	12%	11%	12%
Somewhat agree	28%	22%	31%	28%	28%	27%	30%	26%	28%	33%	27%
Somewhat disagree	32%	30%	30%	30%	36%	32%	30%	33%	28%	23%	31%
Strongly disagree	28%	35%	26%	27%	26%	28%	28%	29%	30%	32%	29%
Don't know/refused	1%	2%	1%	1%	–	1%	* %	1%	1%	1%	1%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net agree	39%	32%	44%	41%	38%	39%	41%	37%	40%	44%	39%
Net disagree	60%	65%	55%	57%	62%	59%	59%	62%	58%	55%	60%

The federal government makes a lot of financial aid available.

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Strongly agree	23%	18%	21%	27%	22%	23%	23%	19%	25%	20%	23%
Somewhat agree	45%	42%	44%	46%	46%	44%	49%	43%	41%	43%	45%
Somewhat disagree	15%	19%	14%	13%	17%	15%	16%	15%	14%	14%	15%
Strongly disagree	9%	12%	9%	7%	10%	8%	6%	14%	14%	17%	8%
Don't know/refused	8%	10%	11%	7%	5%	9%	6%	9%	6%	6%	8%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net agree	68%	60%	66%	74%	68%	68%	72%	62%	66%	63%	68%
Net disagree	24%	30%	23%	20%	27%	24%	22%	29%	28%	31%	24%

Colleges and universities make a lot of financial aid available.

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Strongly agree	23%	19%	23%	25%	22%	22%	25%	20%	18%	17%	24%
Somewhat agree	48%	51%	46%	48%	48%	51%	47%	44%	47%	49%	46%
Somewhat disagree	15%	14%	14%	16%	16%	13%	16%	22%	22%	18%	16%
Strongly disagree	7%	8%	6%	5%	9%	7%	6%	6%	8%	12%	6%
Don't know/refused	7%	8%	11%	5%	5%	7%	6%	9%	5%	4%	8%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net agree	71%	71%	69%	73%	70%	73%	72%	64%	65%	66%	70%
Net disagree	22%	22%	20%	22%	24%	20%	22%	27%	30%	29%	22%

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
32%	28%	41%	31%	28%	32%	45%	35%	27%	40%	30%
60%	64%	54%	61%	66%	64%	50%	58%	67%	58%	67%
8%	7%	5%	7%	6%	4%	4%	7%	6%	2%	4%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
78%	73%	64%	78%	78%	74%	56%	68%	83%	79%	81%
16%	21%	32%	15%	16%	22%	39%	26%	13%	14%	17%
7%	7%	4%	6%	6%	4%	5%	6%	4%	7%	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
11%	8%	16%	13%	9%	6%	19%	11%	13%	16%	15%
26%	25%	32%	26%	30%	27%	26%	30%	17%	21%	19%
33%	31%	32%	34%	29%	31%	34%	33%	36%	26%	26%
29%	35%	21%	26%	32%	35%	21%	26%	33%	35%	39%
2%	1%	–	1%	*%	1%	–	1%	1%	2%	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
36%	33%	48%	39%	38%	33%	44%	41%	29%	37%	33%
61%	66%	52%	60%	61%	66%	56%	59%	69%	60%	65%
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
21%	22%	26%	27%	20%	20%	26%	22%	26%	28%	31%
45%	45%	44%	47%	48%	50%	41%	48%	38%	37%	28%
16%	15%	15%	12%	12%	13%	17%	14%	18%	16%	22%
8%	11%	9%	7%	12%	12%	7%	8%	12%	12%	15%
11%	8%	6%	7%	8%	5%	8%	9%	6%	7%	4%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
66%	67%	70%	73%	69%	70%	67%	69%	64%	65%	59%
23%	25%	24%	19%	24%	25%	25%	22%	29%	28%	37%
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
21%	22%	25%	25%	24%	18%	27%	22%	19%	35%	30%
44%	49%	52%	50%	47%	49%	49%	50%	50%	28%	37%
17%	15%	14%	14%	12%	22%	12%	14%	14%	21%	20%
7%	7%	6%	4%	10%	4%	7%	5%	13%	12%	11%
12%	7%	3%	6%	8%	7%	4%	8%	4%	5%	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
65%	71%	77%	75%	70%	67%	76%	72%	69%	63%	67%
24%	22%	20%	19%	22%	26%	20%	19%	27%	33%	31%

Most families who want to send their children to college can find a way to do it.

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Strongly agree	34%	32%	34%	37%	30%	33%	35%	32%	29%	37%	36%
Somewhat agree	44%	42%	46%	41%	46%	43%	45%	43%	43%	39%	43%
Somewhat disagree	14%	15%	14%	11%	17%	14%	14%	15%	17%	15%	12%
Strongly disagree	8%	9%	6%	9%	6%	9%	6%	9%	10%	8%	8%
Don't know/refused	1%	2%	–	1%	–	1%	1%	1%	–	1%	1%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net agree	77%	74%	80%	78%	77%	76%	80%	75%	72%	76%	79%
Net disagree	22%	25%	20%	20%	23%	23%	19%	24%	28%	23%	20%

Roughly, how much do you think tuition costs these days at a two-year community, junior, or technical college? If you had to guess, what do you think is the average tuition for a year, not including other costs?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Less than $2,000	14%	10%	9%	16%	21%	14%	11%	19%	18%	21%	12%
$2,000 to $4,999	31%	25%	36%	31%	32%	29%	36%	36%	31%	23%	32%
$5,000 to $9,999	22%	30%	21%	22%	16%	21%	24%	22%	22%	30%	22%
$10,000 to $14,999	12%	21%	10%	8%	11%	11%	14%	13%	13%	14%	12%
$15,000 to $19,999	3%	5%	3%	1%	3%	3%	4%	–	–	–	3%
$20,000 to $29,999	4%	8%	4%	3%	2%	5%	2%	3%	–	2%	2%
$30,000 or more	2%	–	–	2%	4%	3%	1%	–	4%	–	2%
Don't know/refused	13%	1%	16%	17%	11%	15%	9%	8%	12%	11%	13%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Mean	6496.7	7744.7	5914.8	6284.6	6251.2	7283.7	5910.9	4966.0	6595.6	5176.3	6654.7

Roughly, how much do you think it costs per year to attend a two-year community, junior, or technical college if you included both tuition and all other costs, such as room and board, books, and other college fees?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Less than $2,000	3%	2%	3%	2%	5%	3%	3%	3%	7%	7%	3%
$2,000 to $4,999	15%	13%	15%	17%	12%	14%	17%	15%	13%	18%	14%
$5,000 to $9,999	26%	17%	35%	28%	24%	24%	27%	34%	30%	33%	28%
$10,000 to $14,999	15%	21%	13%	12%	15%	17%	13%	13%	22%	19%	13%
$15,000 to $19,999	8%	13%	3%	10%	8%	9%	7%	9%	6%	7%	6%
$20,000 to $29,999	8%	11%	5%	7%	10%	7%	10%	8%	4%	–	10%
$30,000 or more	5%	5%	5%	5%	7%	5%	6%	4%	1%	–	6%
Don't know/refused	19%	18%	20%	19%	20%	21%	17%	15%	15%	16%	20%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Mean	10904	12213	9177.2	10862	11451	10857	11061	9904.6	8652.6	7098.4	11514

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
33%	32%	37%	36%	33%	27%	41%	34%	31%	44%	22%
40%	43%	47%	39%	42%	49%	44%	45%	46%	33%	31%
14%	16%	11%	14%	15%	16%	10%	13%	10%	14%	30%
11%	9%	5%	9%	8%	9%	5%	7%	10%	9%	17%
2%	–	* %	2%	1%	–	1%	1%	3%	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
72%	75%	84%	76%	76%	75%	85%	79%	77%	77%	54%
25%	25%	16%	23%	24%	25%	14%	20%	21%	23%	46%

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
16%	13%	15%	13%	15%	12%	16%	14%	2%	33%	29%
16%	35%	39%	30%	29%	29%	45%	31%	41%	19%	25%
16%	25%	23%	13%	25%	20%	25%	24%	18%	5%	18%
17%	7%	12%	11%	9%	16%	9%	11%	11%	14%	7%
6%	2%	1%	2%	5%	–	2%	3%	2%	–	4%
3%	3%	3%	8%	3%	4%	–	3%	7%	5%	4%
2%	3%	1%	3%	1%	4%	–	1%	5%	5%	4%
23%	12%	6%	20%	12%	16%	2%	13%	14%	19%	11%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
8111.7	6436.2	5326.6	7674.0	6355.7	7920.3	4298.8	6224.9	7881.6	6673.5	6176.0

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
4%	5%	1%	1%	4%	4%	4%	3%	–	–	12%
13%	13%	18%	15%	17%	6%	17%	14%	26%	14%	8%
21%	26%	32%	20%	22%	35%	31%	28%	24%	41%	8%
13%	19%	13%	20%	12%	12%	18%	16%	6%	18%	15%
8%	9%	8%	9%	9%	10%	7%	8%	18%	–	15%
6%	9%	9%	5%	8%	11%	9%	8%	3%	5%	12%
8%	2%	6%	5%	9%	2%	5%	5%	3%	9%	8%
28%	17%	12%	25%	20%	19%	9%	18%	21%	14%	23%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
12821	9979.4	10218	11411	12475	10218	9841.8	10820	8870.4	12105	12675

Roughly, how much do you think tuition costs these days at a public college or university? If you had to guess, what do you think is the average tuition for a year, not including other costs?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Less than $2,000	4%	5%	1%	5%	3%	3%	5%	4%	6%	5%	4%
$2,000 to $4,999	16%	8%	14%	21%	16%	14%	18%	19%	22%	18%	15%
$5,000 to $9,999	25%	25%	30%	24%	21%	26%	28%	21%	27%	27%	21%
$10,000 to $14,999	23%	26%	25%	19%	24%	21%	23%	26%	18%	26%	26%
$15,000 to $19,999	9%	12%	6%	10%	9%	7%	10%	11%	8%	11%	9%
$20,000 to $29,999	7%	14%	4%	4%	8%	8%	5%	7%	3%	2%	7%
$30,000 or more	4%	4%	1%	4%	5%	4%	2%	3%	6%	3%	4%
Don't know/refused	14%	6%	19%	13%	14%	17%	9%	10%	9%	9%	13%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Mean	10449	11885	9008.9	10060	11247	11046	9185.1	9840.2	10143	9375.0	10904

Roughly, how much do you think it costs per year in total to attend a public college or university if you included both tuition and all other costs, such as room and board, books, and other college fees?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Less than $2,000	2%	1%	4%	3%	–	2%	2%	3%	1%	1%	2%
$2,000 to $4,999	4%	1%	5%	5%	5%	4%	5%	5%	6%	5%	3%
$5,000 to $9,999	20%	17%	25%	17%	21%	19%	20%	17%	21%	15%	21%
$10,000 to $14,999	23%	17%	25%	27%	18%	20%	24%	30%	22%	27%	25%
$15,000 to $19,999	12%	28%	8%	6%	8%	15%	7%	12%	21%	19%	8%
$20,000 to $29,999	13%	19%	7%	11%	14%	14%	11%	14%	12%	12%	10%
$30,000 or more	11%	3%	8%	14%	20%	10%	14%	8%	7%	7%	12%
Don't know/refused	16%	14%	17%	17%	14%	16%	17%	12%	9%	12%	19%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Mean	16708	15031	14746	17403	19418	15425	18174	15866	15557	15795	17119

Roughly, how much do you think tuition costs these days at a private college or university? If you had to guess, what do you think is the average tuition for a year, not including other costs?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Less than $2,000	1%	–	2%	–	1%	1%	–	–	1%	–	*%
$2,000 to $4,999	4%	3%	5%	3%	3%	3%	5%	4%	5%	6%	4%
$5,000 to $9,999	10%	5%	7%	15%	7%	8%	12%	15%	17%	3%	12%
$10,000 t0 $14,999	17%	13%	18%	22%	13%	16%	23%	14%	22%	21%	17%
$15,000 to $19,999	15%	13%	16%	11%	22%	17%	13%	13%	13%	20%	13%
$20,000 to $29,999	25%	31%	24%	22%	25%	25%	26%	24%	16%	32%	24%
$30,000 or more	15%	30%	8%	12%	15%	15%	13%	17%	12%	6%	16%
Don't know/refused	14%	5%	20%	15%	14%	16%	10%	15%	14%	12%	14%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Mean	19306	23310	16937	17693	20641	19689	18386	18862	16668	17088	19720

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
6%	5%	1%	2%	6%	2%	1%	4%	5%	5%	4%
15%	14%	20%	21%	14%	13%	18%	16%	20%	14%	14%
15%	26%	31%	21%	19%	34%	28%	23%	36%	14%	29%
19%	22%	25%	16%	26%	17%	32%	22%	25%	24%	21%
11%	7%	9%	7%	8%	9%	9%	10%	7%	10%	–
8%	7%	6%	11%	6%	5%	7%	8%	–	5%	11%
4%	3%	3%	5%	6%	2%	–	3%	2%	5%	4%
22%	16%	4%	16%	14%	17%	5%	14%	5%	24%	18%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
10867	10523	10071	11624	11255	10007	9103.6	10750	8459.5	10838	10100

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
3%	2%	1%	5%	1%	–	3%	2%	9%	–	–
4%	4%	4%	6%	3%	5%	5%	4%	3%	9%	4%
16%	16%	27%	18%	22%	19%	23%	20%	12%	18%	15%
17%	22%	28%	14%	18%	29%	24%	22%	38%	27%	15%
12%	12%	11%	12%	11%	9%	14%	13%	6%	9%	–
14%	13%	11%	15%	9%	16%	13%	12%	18%	9%	23%
10%	12%	13%	5%	17%	11%	14%	10%	9%	18%	31%
24%	19%	4%	24%	20%	11%	4%	17%	6%	9%	12%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
18250	16741	15603	13750	19738	15268	17858	16380	14341	22150	20370

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
–	1%	1%	1%	–	1%	1%	1%	–	–	4%
4%	3%	3%	4%	3%	4%	2%	4%	5%	–	4%
10%	10%	9%	11%	8%	11%	9%	9%	16%	5%	7%
16%	17%	19%	22%	18%	12%	16%	17%	23%	14%	14%
9%	15%	20%	10%	17%	13%	23%	15%	11%	19%	21%
19%	24%	30%	19%	19%	27%	34%	27%	16%	24%	21%
16%	14%	14%	16%	17%	12%	10%	15%	16%	10%	7%
26%	16%	4%	16%	17%	20%	3%	13%	14%	29%	21%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
19248	19041	19112	19252	20351	19394	18039	19185	18842	19467	17409

Roughly, how much do you think it costs per year in total to attend a private college or university if you included both tuition and all other costs, such as room and board, books, and other college fees?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Less than $2,000	*%	–	–	1%	1%	–	1%	1%	–	–	1%
$2,000 to $4,999	1%	1%	1%	3%	–	1%	1%	3%	3%	3%	2%
$5,000 to $9,999	4%	–	6%	1%	9%	3%	5%	5%	6%	4%	4%
$10,000 to $14,999	10%	3%	17%	9%	9%	7%	14%	11%	9%	4%	11%
$15,000 to $19,999	15%	11%	16%	20%	9%	14%	15%	14%	10%	15%	17%
$20,000 to $29,999	26%	37%	31%	17%	22%	29%	17%	28%	37%	41%	22%
$30,000 or more	29%	34%	14%	31%	35%	28%	31%	28%	21%	19%	28%
Don't know/refused	15%	14%	14%	17%	16%	18%	15%	10%	13%	14%	16%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Mean	29537	28802	22572	30589	36373	28676	31280	28076	23079	25089	30350

Public universities are lower quality than private universities and offer students less.

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
True	24%	25%	20%	25%	24%	21%	31%	26%	26%	24%	27%
False	73%	71%	74%	72%	75%	75%	68%	72%	71%	74%	71%
Don't know/refused	4%	4%	6%	3%	1%	4%	2%	3%	3%	2%	2%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Private universities are lower quality than public universities and offer students less.

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
True	5%	4%	5%	8%	2%	5%	4%	5%	3%	1%	6%
False	92%	93%	94%	88%	97%	92%	93%	94%	96%	97%	91%
Don't know/refused	3%	3%	1%	4%	1%	3%	3%	1%	2%	1%	3%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Do you approve or disapprove of the federal government using taxpayer funds to sponsor scientific research at universities?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Strongly approve	36%	37%	36%	36%	38%	38%	34%	37%	39%	42%	33%
Somewhat approve	38%	36%	36%	38%	42%	36%	41%	37%	30%	33%	39%
Somewhat disapprove	11%	10%	15%	7%	13%	12%	10%	10%	10%	10%	11%
Strongly disapprove	11%	11%	9%	15%	6%	10%	11%	12%	17%	10%	13%
Don't know/refused	3%	5%	4%	3%	2%	3%	3%	4%	3%	5%	3%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net approve	75%	74%	72%	74%	79%	74%	76%	74%	69%	75%	73%
Net disapprove	22%	21%	24%	22%	19%	22%	21%	22%	28%	20%	25%

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
1%	–	1%	1%	–	–	1%	–	3%	5%	–
3%	1%	1%	3%	1%	–	1%	1%	9%	–	–
4%	5%	2%	7%	3%	2%	3%	4%	–	9%	4%
11%	10%	8%	9%	14%	11%	5%	10%	12%	14%	–
9%	16%	19%	14%	12%	16%	16%	14%	26%	9%	–
22%	25%	31%	16%	19%	30%	38%	28%	18%	23%	15%
24%	28%	34%	22%	37%	30%	31%	25%	26%	32%	69%
26%	16%	4%	27%	15%	10%	5%	17%	6%	9%	12%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
31536	28401	28990	23921	37640	25424	28253	28265	23297	41862	38609

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
36%	26%	12%	31%	30%	20%	13%	20%	36%	29%	36%
58%	71%	87%	65%	66%	80%	84%	77%	57%	71%	64%
6%	3%	1%	4%	4%	–	3%	3%	7%	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
10%	3%	3%	7%	6%	6%	2%	5%	12%	–	4%
86%	96%	95%	89%	92%	91%	98%	93%	85%	100%	88%
4%	1%	3%	4%	2%	2%	–	2%	3%	–	8%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
24%	32%	51%	33%	31%	39%	46%	36%	27%	40%	52%
42%	42%	32%	36%	41%	39%	39%	40%	35%	35%	20%
12%	12%	8%	15%	10%	9%	5%	10%	15%	7%	7%
18%	9%	7%	12%	15%	9%	7%	9%	19%	16%	15%
4%	4%	2%	4%	3%	4%	2%	3%	4%	2%	6%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
65%	74%	83%	69%	72%	78%	85%	77%	62%	74%	72%
31%	21%	15%	27%	25%	19%	13%	20%	35%	23%	22%

ACE SURVEY FINDINGS | REGION | CHILDREN UNDER 21 | CHILDREN IN COLLEGE

Over the next three years, do you think the total amount of federal funding for scientific research at universities should...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Be increased	37%	34%	34%	37%	45%	40%	35%	34%	32%	40%	35%
Be decreased	13%	10%	14%	16%	11%	12%	14%	17%	19%	11%	16%
Remain the same	46%	51%	49%	42%	42%	43%	49%	48%	47%	46%	45%
Keep pace with inflation	*%	1%	–	*%	–	*%	–	–	–	–	–
Don't know/refused	3%	4%	3%	4%	3%	5%	2%	1%	3%	4%	3%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

First, do you know anyone personally, including yourself or someone in your family, who has pursued a degree or taken any classes at home or in the office through the Internet, instead of in person on a college campus?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Yes	22%	18%	22%	17%	32%	20%	24%	22%	18%	27%	19%
No	78%	82%	78%	82%	68%	79%	76%	78%	82%	73%	81%
Don't know/refused	*%	–	1%	*%	–	*%	–	–	–	–	*%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

In general, how would you compare the quality of classes conducted through the Internet to the quality of classes conducted in person on a campus—is the quality of classes on the Internet...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Better	6%	4%	6%	6%	8%	6%	7%	6%	6%	8%	6%
Worse	43%	46%	40%	43%	41%	38%	49%	46%	42%	41%	42%
About the same	29%	24%	29%	30%	33%	31%	26%	26%	23%	29%	29%
Don't know/refused	22%	26%	26%	20%	18%	24%	18%	21%	29%	22%	23%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

And how would you compare the price you pay for a class conducted through the Internet to the price of a class conducted in-person on a campus—is the price you pay for classes on the Internet...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Much more	2%	1%	1%	2%	3%	1%	3%	1%	–	2%	2%
Somewhat more	3%	1%	4%	5%	2%	3%	3%	4%	4%	1%	4%
About the same	21%	15%	21%	22%	24%	21%	24%	19%	15%	14%	20%
Somewhat less	24%	27%	18%	26%	23%	23%	25%	22%	27%	23%	24%
Much less	21%	23%	22%	15%	27%	18%	21%	28%	20%	22%	22%
Don't know/refused	30%	33%	35%	29%	21%	34%	24%	26%	33%	38%	28%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net more	5%	2%	4%	7%	4%	4%	6%	5%	4%	3%	6%
Net less	44%	50%	40%	41%	50%	41%	46%	50%	47%	45%	46%

If children in your family were to enroll in college or take college classes, which would you prefer—for them to take class...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Through the Internet	4%	3%	4%	4%	4%	4%	3%	5%	1%	3%	4%
In person	83%	88%	80%	85%	78%	82%	87%	79%	81%	82%	82%
No preference	11%	5%	12%	12%	15%	13%	7%	14%	14%	11%	13%
It depends	1%	3%	1%	–	2%	1%	1%	1%	3%	3%	*%
Don't know/refused	1%	1%	2%	–	–	*%	2%	1%	1%	2%	*%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
32%	39%	41%	32%	37%	43%	40%	36%	42%	44%	46%
18%	11%	12%	18%	18%	9%	10%	14%	15%	12%	9%
47%	46%	43%	48%	40%	46%	48%	47%	38%	44%	39%
–	1%	–	1%	*%	–	–	*%	–	–	2%
3%	3%	4%	2%	4%	2%	3%	4%	4%	–	4%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
8%	28%	27%	20%	21%	21%	27%	23%	13%	14%	30%
92%	71%	72%	80%	79%	78%	72%	77%	87%	86%	70%
–	*%	*%	–	–	1%	1%	*%	–	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
6%	7%	4%	7%	6%	6%	5%	5%	3%	12%	11%
39%	38%	49%	45%	40%	44%	43%	42%	47%	47%	46%
28%	32%	29%	29%	33%	30%	28%	30%	29%	28%	28%
26%	23%	18%	19%	20%	20%	24%	23%	21%	14%	15%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
1%	3%	1%	2%	2%	1%	2%	2%	1%	2%	2%
5%	4%	2%	5%	4%	4%	2%	3%	8%	2%	7%
15%	26%	22%	29%	22%	20%	16%	20%	26%	33%	20%
27%	20%	24%	21%	26%	22%	26%	23%	27%	28%	24%
17%	20%	25%	18%	20%	24%	25%	22%	15%	12%	28%
34%	28%	26%	26%	27%	30%	30%	31%	23%	23%	19%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
6%	6%	3%	7%	6%	5%	3%	4%	9%	5%	9%
44%	40%	49%	38%	46%	46%	51%	45%	42%	40%	52%

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
6%	3%	3%	2%	5%	4%	3%	4%	2%	5%	7%
78%	81%	89%	78%	85%	84%	89%	82%	77%	90%	89%
13%	16%	7%	20%	8%	10%	8%	12%	20%	5%	4%
1%	1%	1%	–	–	1%	–	1%	–	–	–
3%	–	–	–	2%	1%	–	1%	–	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

If you yourself were to take college classes or further your education, which would you prefer—to attend classes...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Through the Internet	20%	18%	20%	19%	22%	19%	21%	23%	13%	22%	21%
In person	64%	67%	62%	63%	65%	62%	63%	67%	64%	63%	62%
No preference	15%	12%	16%	17%	13%	16%	15%	11%	21%	12%	16%
It depends	1%	2%	–	1%	–	1%	1%	–	–	1%	*%
Don't know/refused	1%	1%	2%	–	–	1%	–	–	1%	1%	*%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

How often do you hear or read anything about college and university presidents, either things they say or things they do?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Very often	10%	6%	11%	13%	10%	12%	6%	12%	12%	14%	8%
Somewhat often	25%	26%	28%	26%	22%	29%	21%	20%	26%	32%	23%
Not very often	30%	32%	32%	26%	30%	28%	33%	28%	26%	26%	31%
Almost never	35%	37%	30%	35%	38%	31%	40%	41%	35%	27%	38%
Don't know/refused	*%	–	–	–	1%	*%	–	–	1%	1%	–
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

In general, what is your impression of college and university presidents?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Very favorable	9%	6%	11%	9%	9%	10%	6%	9%	8%	11%	9%
Somewhat favorable	56%	55%	55%	58%	57%	53%	64%	57%	57%	60%	57%
Neutral	10%	8%	9%	9%	11%	10%	7%	12%	6%	9%	9%
Somewhat unfavorable	13%	15%	14%	12%	12%	14%	11%	11%	16%	15%	12%
Very unfavorable	3%	2%	5%	4%	3%	3%	3%	4%	7%	1%	4%
Don't know/refused	9%	14%	7%	7%	8%	10%	7%	7%	6%	4%	9%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net favorable	65%	61%	65%	67%	65%	63%	71%	66%	65%	71%	66%
Net unfavorable	17%	16%	19%	16%	15%	18%	15%	15%	23%	16%	16%

When college or university presidents speak publicly about issues, which do you think is usually their FIRST concern?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
The best interests of their students	18%	17%	15%	21%	18%	17%	17%	22%	24%	19%	19%
The best interests of their institution	57%	53%	60%	55%	60%	58%	57%	51%	53%	65%	53%
The best interests of the public	4%	3%	3%	5%	5%	4%	5%	4%	4%	1%	5%
Their own personal interests	16%	22%	16%	15%	13%	15%	18%	18%	14%	12%	17%
Equally motivated by all of the above	1%	1%	2%	1%	1%	2%	1%	1%	–	1%	1%
Depends on issue	1%	–	1%	1%	1%	*%	*%	1%	3%	1%	1%
Don't know/refused	3%	4%	3%	3%	2%	3%	2%	2%	2%	1%	3%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
19%	27%	15%	15%	22%	15%	26%	22%	15%	23%	4%
54%	59%	76%	65%	57%	65%	66%	61%	74%	68%	77%
26%	12%	8%	18%	20%	19%	6%	16%	12%	9%	12%
–	1%	1%	–	1%	1%	1%	1%	–	–	4%
1%	1%	–	2%	–	–	1%	1%	–	–	4%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
7%	8%	16%	11%	8%	11%	13%	10%	12%	9%	15%
21%	22%	32%	24%	28%	22%	29%	26%	18%	19%	22%
28%	31%	29%	24%	28%	37%	29%	29%	33%	30%	33%
44%	38%	23%	41%	36%	30%	29%	35%	37%	42%	30%
–	*%	–	–	–	–	–	*%	–	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
4%	7%	14%	8%	6%	8%	15%	10%	4%	7%	6%
51%	54%	64%	52%	55%	63%	63%	58%	55%	63%	46%
9%	13%	7%	10%	10%	5%	10%	10%	6%	5%	15%
14%	14%	12%	16%	12%	15%	7%	12%	17%	9%	22%
7%	3%	1%	5%	4%	2%	2%	2%	8%	7%	7%
15%	9%	3%	9%	12%	6%	3%	8%	10%	9%	4%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
56%	61%	78%	60%	62%	71%	78%	68%	59%	70%	52%
21%	17%	13%	21%	16%	18%	9%	14%	24%	16%	30%

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
27%	16%	12%	22%	21%	14%	16%	18%	13%	42%	9%
40%	60%	68%	48%	56%	62%	66%	57%	59%	44%	57%
7%	4%	2%	6%	2%	3%	4%	4%	5%	9%	2%
21%	16%	13%	20%	20%	17%	10%	16%	18%	5%	31%
1%	*%	2%	2%	–	–	2%	1%	–	–	–
1%	1%	*%	1%	–	1%	1%	1%	–	–	–
4%	3%	2%	2%	2%	4%	3%	3%	5%	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

How much influence do you think college and university presidents have on issues of national and/or regional importance?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Too much influence	10%	8%	8%	13%	8%	9%	12%	10%	7%	5%	11%
Just the right amount	52%	53%	54%	48%	55%	53%	53%	49%	51%	54%	49%
Too little influence	27%	24%	28%	28%	26%	25%	29%	27%	32%	30%	27%
Don't know/refused	12%	16%	11%	10%	11%	13%	7%	14%	10%	11%	13%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Is it your impression that most college and university presidents are paid...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
More than they should be	28%	30%	32%	25%	27%	29%	28%	27%	28%	22%	28%
Less than they should be	3%	3%	2%	3%	5%	3%	3%	2%	4%	5%	3%
About right	21%	19%	22%	22%	21%	22%	21%	20%	18%	22%	21%
Don't know	45%	42%	44%	46%	46%	44%	46%	48%	49%	49%	45%
Refused	2%	5%	1%	2%	2%	3%	2%	3%	1%	2%	2%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Overall, do you believe colleges and universities to be safe places for students to study and live today?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Yes	78%	75%	81%	75%	81%	77%	79%	80%	76%	77%	76%
No	19%	22%	17%	21%	15%	19%	20%	18%	21%	19%	21%
Don't know/refused	3%	2%	3%	4%	4%	4%	1%	2%	3%	4%	2%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

How important is it to you that colleges and universities play an active role in their local communities?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Extremely important	67%	67%	60%	71%	67%	61%	77%	71%	53%	53%	71%
Somewhat important	28%	29%	33%	24%	29%	34%	19%	24%	40%	40%	23%
Somewhat unimportant	2%	1%	3%	2%	3%	3%	2%	1%	3%	3%	2%
Not at all important	2%	2%	3%	2%	1%	2%	2%	3%	3%	4%	2%
Don't know/refused	1%	1%	2%	1%	–	1%	1%	1%	1%	–	1%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net important	95%	96%	93%	95%	96%	95%	95%	95%	94%	93%	95%
Net unimportant	4%	3%	5%	5%	4%	4%	4%	4%	6%	7%	4%

In general, do you think college and universities put too much, too little, or just the right amount of emphasis on their intercollegiate athletic programs?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Too much	56%	54%	54%	60%	56%	57%	55%	57%	56%	60%	57%
Too little	5%	5%	4%	4%	8%	6%	4%	3%	9%	6%	4%
Just right	36%	37%	40%	34%	33%	34%	37%	38%	34%	33%	36%
Don't know/refused	3%	4%	3%	2%	4%	3%	4%	2%	1%	1%	3%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
12%	11%	7%	10%	10%	12%	7%	8%	14%	9%	15%
51%	49%	56%	59%	50%	48%	53%	54%	40%	60%	44%
21%	29%	29%	20%	26%	31%	30%	26%	31%	23%	31%
16%	12%	8%	11%	14%	9%	10%	12%	15%	7%	9%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
26%	30%	28%	29%	32%	31%	19%	28%	27%	19%	31%
5%	2%	3%	2%	4%	4%	4%	3%	3%	7%	2%
15%	16%	31%	18%	16%	19%	34%	21%	18%	21%	28%
52%	47%	37%	52%	46%	43%	42%	46%	47%	51%	35%
3%	4%	1%	–	2%	2%	2%	2%	5%	2%	4%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
70%	78%	85%	77%	76%	73%	86%	79%	72%	84%	65%
27%	19%	13%	21%	22%	25%	12%	19%	23%	14%	30%
4%	3%	2%	3%	2%	2%	2%	3%	5%	2%	6%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
63%	65%	72%	65%	68%	69%	69%	65%	69%	84%	70%
32%	31%	23%	34%	28%	29%	22%	30%	29%	14%	28%
2%	2%	3%	1%	2%	2%	3%	2%	–	2%	–
2%	1%	3%	–	2%	1%	5%	2%	1%	–	2%
2%	*%	–	–	–	–	1%	1%	–	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
95%	96%	94%	99%	96%	98%	91%	95%	99%	98%	98%
4%	3%	6%	1%	4%	2%	7%	4%	1%	2%	2%

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
49%	55%	64%	49%	60%	64%	61%	59%	47%	40%	56%
7%	5%	3%	9%	3%	5%	2%	3%	13%	12%	6%
40%	37%	31%	39%	34%	29%	36%	36%	37%	40%	30%
4%	3%	3%	3%	2%	2%	1%	2%	3%	9%	9%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Do you have any children? If so, tell me whether any of your children fall into these age groups.

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
No children	23%	29%	21%	22%	23%	43%	–	–	–	–	–
Under age 12	40%	49%	36%	38%	41%	–	100%	38%	14%	12%	49%
Age 12 to 17	32%	39%	32%	31%	26%	–	30%	100%	47%	33%	31%
Age 18 to 21	22%	24%	24%	21%	21%	28%	8%	33%	100%	55%	13%
Age 22 to 29	32%	27%	35%	31%	34%	59%	5%	24%	48%	56%	24%
Age 30 or older	22%	13%	26%	24%	24%	52%	1%	4%	6%	22%	22%
Don't know/refused	*%	–	1%	1%	–	1%	–	–	–	–	*%
TOTAL ANSWERING	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Do you have any children currently enrolled in college pursuing an undergraduate or graduate degree?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Undergraduate	14%	15%	16%	11%	18%	22%	5%	16%	42%	67%	–
Graduate	6%	4%	4%	6%	7%	10%	2%	4%	7%	26%	–
Both	2%	3%	1%	2%	1%	2%	*%	2%	4%	7%	–
No children enrolled	77%	76%	77%	80%	73%	64%	93%	76%	44%	–	100%
Don't know/refused	1%	2%	2%	1%	1%	2%	–	1%	3%	–	–
TOTAL ANSWERING	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

What is the highest level of education you yourself have completed?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Grade school or less [Grades 1–8]	*%	–	–	1%	–	*%	–	*%	1%	–	*%
Some high school [Grades 9–11]	4%	4%	5%	5%	3%	5%	4%	4%	6%	4%	5%
Graduated high school [Grade 12]	26%	30%	24%	28%	20%	24%	26%	28%	32%	22%	29%
Vocational or technical school	3%	3%	4%	2%	2%	3%	2%	2%	3%	2%	2%
Some college, no degree	15%	13%	16%	13%	18%	15%	17%	15%	14%	14%	15%
Two–year college degree	15%	12%	13%	16%	18%	14%	17%	16%	16%	17%	15%
Four–year college degree	22%	19%	22%	23%	20%	20%	22%	22%	19%	24%	22%
Postgraduate degree (MA, MBA, PhD, MD, etc.)	15%	15%	14%	12%	18%	17%	12%	13%	10%	16%	12%
Don't know/refused	1%	3%	2%	*%	1%	2%	–	–	–	–	*%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Net no college	30%	35%	29%	33%	22%	29%	30%	33%	39%	26%	34%
Net some college	32%	28%	33%	31%	39%	31%	36%	32%	33%	34%	33%
Net college graduate	36%	35%	36%	35%	39%	37%	34%	35%	28%	40%	33%

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
19%	24%	28%	37%	26%	19%	14%	24%	22%	21%	26%
37%	44%	40%	37%	51%	38%	38%	38%	52%	50%	50%
32%	31%	32%	30%	30%	26%	41%	32%	38%	32%	30%
27%	22%	19%	21%	16%	27%	22%	22%	26%	21%	25%
32%	33%	30%	31%	31%	31%	34%	34%	26%	18%	22%
24%	22%	22%	29%	19%	23%	21%	24%	10%	12%	25%
–	–	*%	–	–	–	–	–	–	–	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
12%	15%	17%	7%	13%	13%	22%	15%	13%	9%	10%
5%	7%	5%	3%	5%	10%	6%	6%	3%	6%	2%
1%	1%	3%	–	1%	1%	3%	1%	3%	3%	2%
81%	76%	74%	87%	81%	75%	68%	77%	80%	79%	82%
1%	1%	*%	3%	–	2%	1%	1%	–	3%	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
1%	–	–	1%	–	–	–	*%	–	–	–
14%	–	–	7%	4%	4%	1%	4%	6%	12%	4%
85%	–	–	36%	34%	23%	11%	26%	26%	35%	19%
–	8%	–	5%	2%	2%	1%	3%	4%	–	2%
–	46%	–	22%	16%	17%	8%	15%	18%	19%	15%
–	46%	–	12%	18%	19%	11%	14%	14%	12%	31%
–	–	60%	10%	17%	24%	34%	22%	23%	9%	20%
–	–	40%	7%	8%	11%	34%	15%	9%	14%	9%
–	–	–	–	–	–	–	*%	–	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
100%	–	–	44%	38%	27%	12%	31%	32%	47%	22%
–	100%	–	39%	36%	38%	20%	32%	36%	30%	48%
–	–	100%	16%	25%	35%	68%	37%	32%	23%	30%

ACE SURVEY FINDINGS	REGION				CHILDREN UNDER 21				CHILDREN IN COLLEGE	

Are you yourself currently enrolled in college, pursuing an undergraduate or graduate degree?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Undergraduate	5%	3%	3%	5%	7%	5%	6%	3%	3%	4%	3%
Graduate	3%	4%	6%	3%	2%	3%	4%	2%	3%	1%	3%
Both	*%	1%	1%	–	1%	*%	*%	*%	–	–	*%
Not enrolled	90%	89%	90%	91%	90%	89%	90%	95%	94%	94%	93%
Don't know/refused	1%	4%	2%	*%	1%	2%	*%	–	–		*%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

What is your present marital status?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Single	22%	23%	23%	20%	25%	32%	12%	8%	6%	6%	10%
Married	63%	55%	64%	67%	62%	50%	79%	77%	80%	81%	74%
Divorced	9%	15%	7%	9%	8%	10%	7%	12%	10%	10%	12%
Separated	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	1%
Widowed	2%	1%	3%	1%	2%	3%	*%	1%	2%	2%	2%
Domestic partnership	1%	1%	–	1%	1%	1%	1%	–	–	–	*%
Don't know/refused	2%	2%	2%	1%	2%	3%	*%	–	1%	1%	*%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

And would you say your TOTAL FAMILY INCOME in 1999, before taxes is...

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Under $10,000	2%	2%	2%	1%	6%	3%	2%	*%	1%	–	2%
$10,000–$14,999	2%	4%	2%	1%	1%	3%	1%	1%	1%	–	1%
$15,000–$19,999	5%	3%	6%	5%	4%	4%	5%	5%	6%	4%	5%
$20,000–$24,999	5%	4%	4%	7%	5%	6%	3%	5%	2%	–	5%
$25,000–$29,999	8%	6%	8%	7%	10%	9%	6%	5%	6%	4%	8%
$30,000–$39,999	10%	10%	11%	11%	9%	8%	16%	13%	8%	10%	12%
$40,000–$49,999	13%	15%	12%	13%	12%	14%	13%	9%	9%	10%	13%
$50,000–$74,999	19%	17%	19%	21%	17%	19%	19%	17%	24%	22%	20%
$75,000 or over	22%	25%	21%	20%	23%	18%	23%	32%	25%	36%	22%
Don't know	4%	3%	4%	4%	3%	3%	4%	3%	7%	2%	4%
Refused	10%	12%	12%	8%	9%	12%	7%	9%	10%	11%	9%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

EDUCATION			INCOME				RACE/ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
2%	7%	5%	8%	4%	3%	4%	4%	9%	12%	6%
2%	2%	6%	5%	2%	3%	4%	3%	8%	5%	2%
–	–	1%	1%	–	–	–	*%	–	–	–
96%	90%	88%	86%	92%	93%	91%	93%	82%	84%	91%
*%	*%	*%	–	1%	1%	–	*%	1%	–	2%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
21%	25%	22%	40%	30%	12%	10%	21%	33%	28%	22%
61%	63%	66%	36%	54%	81%	87%	66%	47%	60%	57%
11%	9%	8%	15%	12%	5%	3%	9%	13%	7%	13%
2%	*%	1%	2%	1%	1%	–	1%	4%	–	2%
2%	1%	2%	4%	2%	1%	–	2%	1%	2%	–
1%	1%	–	2%	2%	–	–	*%	–	–	6%
1%	–	1%	–	*%	–	–	*%	1%	2%	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
3%	2%	2%	11%	–	–	–	2%	5%	2%	2%
3%	3%	1%	9%	–	–	–	2%	4%	–	–
9%	6%	1%	22%	–	–	–	4%	12%	7%	6%
8%	7%	2%	24%	–	–	–	5%	9%	7%	7%
10%	9%	5%	35%	–	–	–	8%	10%	9%	7%
13%	12%	7%	–	44%	–	–	10%	14%	16%	7%
17%	15%	9%	–	56%	–	–	13%	9%	19%	20%
17%	22%	19%	–	–	100%	–	20%	17%	19%	17%
9%	13%	41%	–	–	–	100%	25%	13%	9%	19%
5%	3%	2%	–	–	–	–	4%	4%	7%	–
7%	8%	11%	–	–	–	–	8%	4%	5%	15%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

ACE SURVEY FINDINGS	REGION	CHILDREN UNDER 21	CHILDREN IN COLLEGE

Finally, would you mainly describe your racial or ethnic heritage as white, black, Hispanic, Asian, or something else?

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
White/Caucasian	76%	77%	87%	73%	70%	78%	73%	76%	76%	80%	76%
Black/African–American	9%	10%	6%	14%	3%	8%	12%	11%	11%	9%	10%
Hispanic/Latino	5%	2%	1%	6%	11%	4%	7%	5%	5%	4%	5%
Asian	1%	1%	–	1%	2%	1%	1%	–	–	–	1%
Native American/Pacific Islander	1%	1%	2%	1%	1%	1%	1%	*%	–	1%	1%
Multiracial	2%	1%	–	3%	5%	2%	2%	2%	3%	1%	2%
Other	3%	5%	2%	1%	4%	2%	3%	3%	3%	1%	3%
Don't know/refused	3%	4%	3%	2%	4%	5%	*%	1%	1%	3%	2%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Gender

	Total	Northeast	Midwest	South	West	No Children Under 18	0 to 11 Years Old	12 to 17 Years Old	18 to 21 Years Old	Yes	No
Male	49%	56%	48%	44%	51%	50%	49%	46%	45%	53%	45%
Female	51%	44%	52%	56%	49%	50%	51%	54%	55%	47%	55%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

EDUCATION			INCOME				RACE / ETHNICITY			
No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
77%	75%	79%	71%	74%	81%	86%	100%	–	–	–
10%	10%	8%	16%	9%	8%	5%	–	100%	–	–
8%	5%	3%	6%	8%	5%	2%	–	–	100%	–
*%	1%	1%	2%	1%	1%	–	–	–	–	13%
1%	1%	*%	1%	2%	–	1%	–	–	–	13%
1%	5%	1%	2%	4%	1%	2%	–	–	–	33%
2%	3%	3%	3%	*%	3%	3%	–	–	–	41%
1%	1%	4%	1%	2%	1%	2%	–	–	–	–
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

No College Experience	Some College	College Graduate	Less than $30,000	$30,000 to $49,999	$50,000 to $74,999	$75,000 or more	White	African American	Hispanic	Other
49%	46%	52%	42%	53%	46%	56%	49%	44%	40%	59%
51%	54%	48%	58%	47%	54%	44%	51%	56%	60%	41%
100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

ACE Board of Directors

Executive Committe

Michael F. Adams, President
University of Georgia
Chair

Janet L. Holmgren, President
Mills College, CA
Vice Chair/Chair-elect

John A. DiBiaggio, President
Tufts University, MA
Immediate Past Chair

Augustine P. Gallego, Chancellor
San Diego Community College District, CA
Secretary

Molly C. Broad, President
University of North Carolina

Freeman A. Hrabowski, III, President
University of Maryland Baltimore County

Francis L. Lawrence, President
Rutgers, The State University of New Jersey

William E. Troutt, President
Rhodes College, TN

Stanley O. Ikenberry, President
American Council on Education

Class of 2000

Robert M. Berdahl, Chancellor
University of California, Berkeley

Molly C. Broad, President
University of North Carolina

Philip R. Day, Jr., Chancellor
City College of San Francisco, CA

John A. DiBiaggio, President
Tufts University, MA

Vera King Farris, President
Richard Stockton College of New Jersey

Freeman A. Hrabowski, III, President
University of Maryland Baltimore County

Neil Rudenstine, President
Harvard University, MA

William Segura, Chancellor
Texas State Technical College System

Class of 2001

Michael F. Adams, President
University of Georgia

David G. Carter, President
Eastern Connecticut State University

Augustine P. Gallego, Chancellor
San Diego Community College District, CA

E. Gordon Gee, Chancellor
Vanderbilt University, TN

Peter Ku, Chancellor
Seattle Community College District, WA

Jerry Sue Thornton, President
Cuyahoga Community College, OH

William E. Troutt, President
Rhodes College, TN

J. William Wenrich, Chancellor
Dallas County Community College District, TX

Class of 2002

Nancy S. Dye, President
Oberlin College, OH

James A. Hefner, President
Tennessee State University

Janet L. Holmgren, President
Mills College, CA

Gladys Styles Johnston, Chancellor
University of Nebraska at Kearney

William E. Kirwan, President
The Ohio State University

Michael S. McPherson, President
Macalester College, MN

Peggy R. Williams, President
Ithaca College, NY

Association Representatives

American Association of Community Colleges
Carolyn Williams, President
Bronx Community College, NY

American Association of State Colleges & Universities
Julio S. Leon, President
Missouri Southern State College

Association of American Colleges & Universities
Thomas F. Flynn, President
Millikin University, IL

Association of American Universities
Francis L. Lawrence, President
Rutgers, The State University of New Jersey

Association of Catholic Colleges & Universities
Thomas Scanlan, FSC, President
Manhattan College, NY

Association of Jesuit Colleges & Universities
Harold Ridley, SJ, President
Loyola College in Maryland

Council of Independent Colleges
Margaret A. McKenna, President
Lesley College, MA

National Association for Equal Opportunity in Higher Education
Shirley A. R. Lewis, President
Paine College, GA

National Association of Independent Colleges & Universities
Lawrence DeNardis, President
University of New Haven, CT

National Association of State Universities & Land-Grant Colleges
Lattie F. Coor, President
Arizona State University

Council for Advancement and Support of Education
Walter Harrison, President
University of Hartford, CT

University Continuing Education Association
Michael J. Offerman, Dean/Executive Director
University of Wisconsin Learning Innovations

Washington Higher Education Secretariat
Judith S. Eaton, President
Council for Higher Education Accreditation

AMERICAN COUNCIL ON EDUCATION

BEST COPY AVAILABLE